November 1961

The Office

Magazine of
Management · Equipment · Methods

SUGGESTION SYSTEMS · STATISTICAL CHARTS
PERSONNEL RECORDS · COMPETITIVE PRICING

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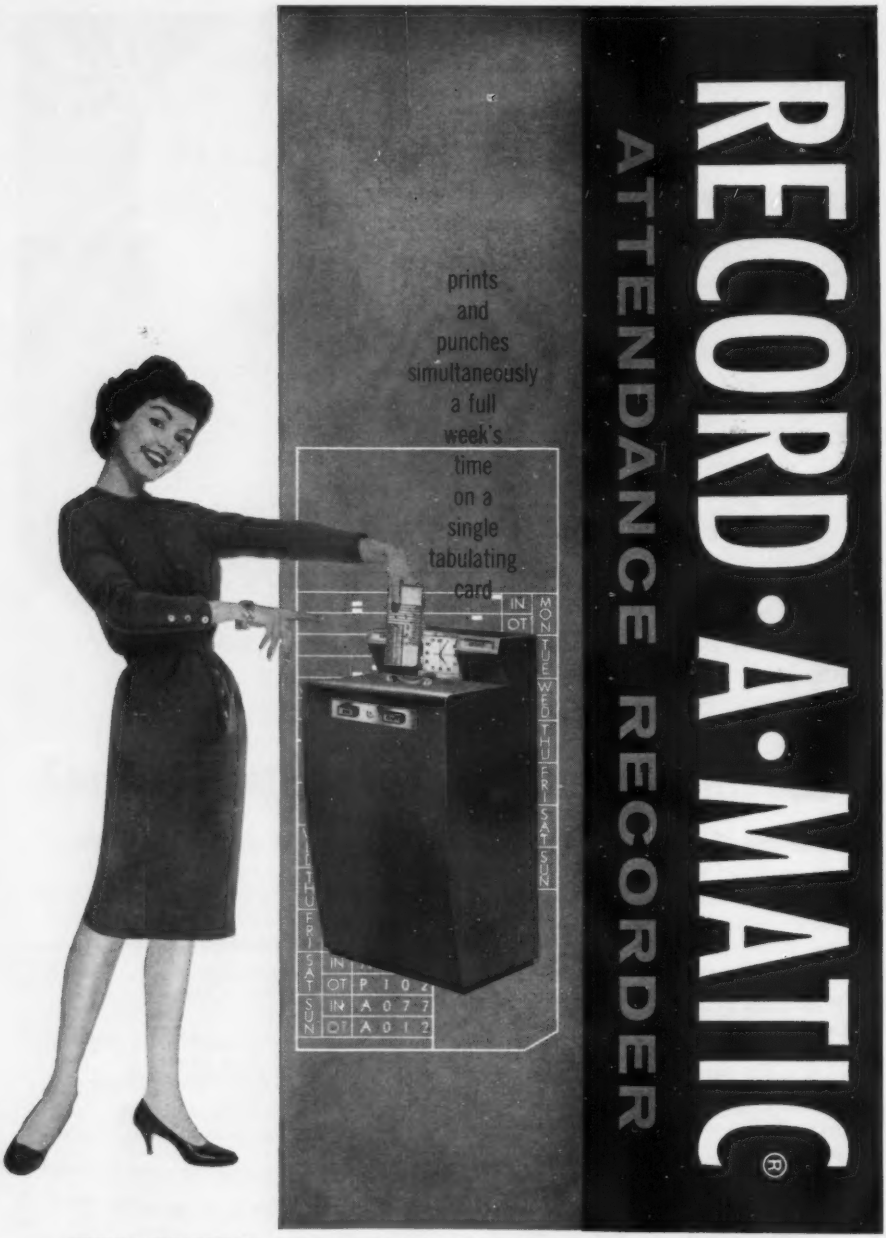

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The Office
Magazine of Management · Equipment · Methods

NOVEMBER, 1961
VOL. 54, No. 6

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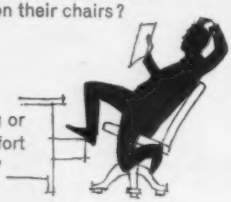
EMPTY CHAIRS cost you money

People who are not at their work stations cost you money. Look at the people in your office who are at their desks now . . .

Are they sitting on the edges of their chair seats?

Are they neglecting to use the backrests on their chairs?



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FREE: *Handy desk or wall chart of latest postal rates, with parcel post map and zone finder.*

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Send free ☐ *booklet*
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For More Information Circle No. 448

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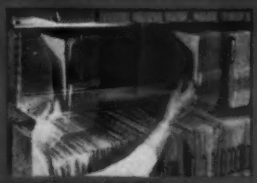

CREATE SPACE where you need it simply by sliding boxes of documents along rails.

For More Information Circle No. 211

TWELVE PAGE BROCHURE will show you money-saving secrets of Unit Spacefinder and Spacefinder Filing System.

UNIT SPACEFINDER BROCHURE

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HOME OFFICE: 995 MARKET ST. SAN FRANCISCO 3, CALIFORNIA

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How We Achieved A Profitable

HAROLD S. SHARP, Technical Librarian,
AC Spark Plug Div., General Motors Corp., Milwaukee

MANAGEMENT should be receptive to the ideas of employees. Often the idea for improving an existing method, operating procedure or working tool is discovered by a member of a lower echelon working group. Such ideas are lost forever, unless submitted to those who can seriously consider them and put them into effect if they have merit. Failure to use good ideas can cost a company thousands of dollars annually.

Many firms have come to realize that good, workable ideas when applied, result in more efficient operations and actual money savings, and have established formal employee suggestions systems. Some have been in operation for many years. The Yale & Towne Mfg. Co. of Stamford, Conn., has one of the oldest, established in 1880. National Cash Register's system has been in operation since 1894, Eastman Kodak's since 1898, and General Electric's since 1905. These systems have been operating profitably for over half a century. With its system, Westinghouse saved $1,446,505 in 1957 alone. AC Spark Plug, the electronics division of General Motors Corp., Milwaukee, finds one suggestion in four worth adopting. While the companies mentioned are industrial giants, the suggestion system works equally well for smaller concerns.

The basic concept of the suggestion system is this: employees are paid for making suggestions which result in improved operations in any phase of the company's activities. Payment is a percentage of the estimated savings realized over a one-year period as a result of adopting the suggestion. Generally the payment made to the employee is 10% of the estimated first year's savings, although this varies from company to company. Payments as high as 50% are made by some firms, and in at least one case payment of 100% of the estimated savings realized during the first year has been made. National Cash Register pays an additional sum above the award to compensate the employee for the increased income tax he must pay.

Suggestions are solicited from all employees. Management members and supervisors, as a general thing, receive certificates but not cash, as it is felt

Suggestion System

that improving procedures and techniques is part of their work. Certificate awards for creative thinking encourage management members to make suggestions. (AC Spark Plug permits managers to give ideas to employees who may submit them for possible cash awards.) Aetna Life & Affiliated Companies of New York gives management members a certificate signed by a vice president. AC Spark Plug gives a similar certificate signed by the works manager, the director of personnel, the employee's staff head and by certain other executives, plus "points." The management member with the most points each month is declared "Management Improvement Proposal Man of the Month," and is honored at a special luncheon in the executive dining room.

In order for a suggestion to be effective, certain requirements are necessary. The most important is full support by top management. Without this the system is doomed to failure, since the suggestions made cannot be put into effect without top management's approval. Further, the authorization for the payment of cash awards and the cost of maintaining the system is something which top management must approve. By the same token, middle management, supervisors, and foremen must be sold on the idea. People at this level come into direct contact with the employees whose suggestions are solicited, and a negative attitude on the part of an immediate superior can discourage employees from submitting potentially worthwhile ideas.

There must be adequate facilities to put the system into operation and to maintain it. Likewise, adequate cash awards for practical, worthwhile suggestions must be paid.

Eligibility to participate in the suggestion system must be established. Methods men, time and motion study specialists and members of management should not be entitled to cash awards, as their work presupposes their devising procedures for methods improvement. These people, however, should be encouraged to submit ideas and be re-

(Article continues on page 18. See forms on pages 14 and 15.)

USE THE QUESTIONING ATTITUDE TO CONSIDER EVERY POSSIBILITY FOR IMPROVEMENT IN YOUR WORK

SKETCHES

DOES YOUR SUGGESTION:

IMPROVE:
- ☐ produce quality
- ☐ housekeeping
- ☐ working conditions
- ☐ office procedures
- ☐ public relations
- ☐ existing operations
- ☐ product appearance

COMBINE:
- ☐ operations
- ☐ methods

SAVE:
- ☐ material
- ☐ time

REDUCE:
- ☐ waste
- ☐ hazards
- ☐ maintenance
- ☐ spoilage
- ☐ duplication
- ☐ breakage
- ☐ paperwork

SALVAGE:
- ☐ materials
- ☐ equipment

PROMOTE:
- ☐ employee welfare
- ☐ public relations

DEVISE:
- ☐ new methods
- ☐ new fixtures
- ☐ new machines

INCREASE:
- ☐ yields
- ☐ sales
- ☐ production
- ☐ cooperation

SUBSTITUTE:
- ☐ more efficient equipment
- ☐ less costly materials
- ☐ less costly equipment

SUPERVISOR'S ANALYSIS SHEET

WHEN AND WHAT ACTION HAS BEEN STARTED TO EFFECT THIS IMPROVEMENT?

HOW AND WHERE COULD THIS IDEA BE USED?

WHAT IS YOUR OPINION OF THE SUGGESTED IDEA AND WHY?

NOTE: A COMPLETE ANALYSIS BY YOU WILL EXPEDITE PROCESSING THIS SUGGESTION AND HELP YOU TO IMPROVE YOUR EMPLOYEE RELATIONS.

SUPERVISOR'S SIGNATURE _____ DATE _____

COMMITTEE SIGNATURES

DATE COMPLETED _____

SAVINGS PER YEAR $ _____

AWARD POINTS _____

INVESTIGATOR _____

EFFECTIVE DATE _____

DATE _____ DATE _____

Nº 6569

AC ELECTRONICS

MANAGEMENT IMPROVEMENT PROPOSAL

AC SPARK PLUG

DIVISION OF GENERAL MOTORS CORP., MILWAUKEE 1, WISCONSIN

NAME _____ SOCIAL SECURITY NO. _____ NAME OF SUPERVISOR _____ PLANT NO. _____

MUST BE FILLED IN

PART NO. _____ OPER. NUMBER _____ PRODUCT _____ DEPT. NUMBER _____

PRESENT CONDITION _____ DATE RCVD. _____

LEAVE BLANK

WHAT IMPROVEMENT DO YOU PROPOSE

MORE SPACE FOR REMARKS ON SECOND PAGE

SKETCH AREA ON FOURTH PAGE

do not detach

PLEASE PRINT A SUMMARY OF YOUR IDEA

NAME _____

DEPARTMENT NUMBER _____

SUMMARY

Nº 6569

DO NOT WRITE IN SPACES BELOW

DATE CLOSED _____

SAVINGS _____

POINTS _____

INVEST _____

Nº 6569

AUTHOR: KEEP THIS

RECEIPT

DETACH THIS STUB ALONG PERFORATED LINES AND RETAIN IT FOR YOUR RECORDS.

SUMMARIZE YOUR IDEA ON THE REVERSE SIDE.

thank you

First page of AC Spark Plug's four-page 8½" x 11" form for submission of management improvement suggestions. The second page contains space for additional remarks and a routing form. Pages three and four appear opposite.

PAPERV
MOORE BUSINESS FORMS, INC.

5 WAYS THE MOORE MAN CAN GIVE YOU A HAND

1. PAPERWORK The fastest way to reduce paperwork is to cut a system to its bare essentials. The Moore man can show how to avoid duplication, how to reduce waste motion to a minimum, how to improve a system for complete efficiency, at minimum labor and cost. He can also show results in 2. Control, 3. Savings, 4. Speed, 5. System.

An extra 'employee' working for you—Which forms should you have? The Moore man isn't limited—he can furnish any forms construction to eliminate duplicate writing and records. He's backed by Moore's research teams who are at work designing forms that cut costs. And Moore's many plants are located near you for fast service.

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For More Information Circle No. 456

warded with certificates and the recognition that goes with them.

In establishing a suggestion system, the first step should be to appoint a suggestion system coordinator together with any assistants who might be necessary to keep the plan going properly. Some firms provide special suggestion system forms which are made readily available in racks throughout the office and plant. Handy drop boxes are also provided in which employees can place completed suggestion forms.

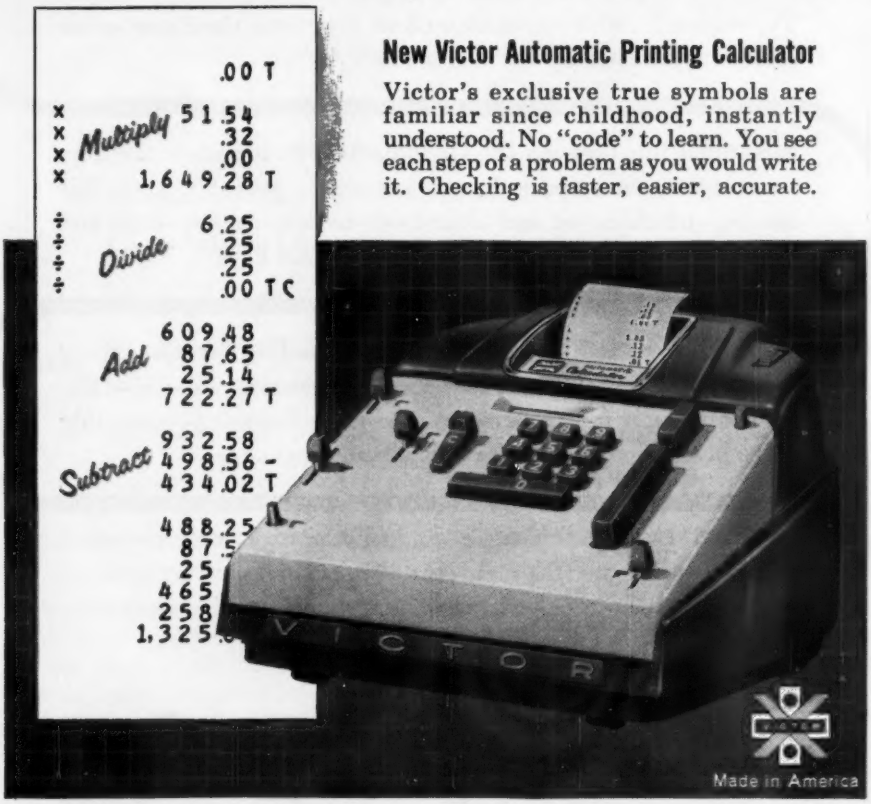
In general, these forms provide a place for the employee to describe, first, the "present condition," and then another place for him to outline his suggestion for improvement. A portion of the form may be detached and retained by the employee as evidence of his submitting the suggestion. This detachable portion is numbered and the suggestion form itself carries the same number. Both portions show the employee's name and the date the suggestion was submitted. This permits ascertaining, in cases of duplicate suggestions, the date upon which each suggestion was submitted. This is important in determining who receives the award having submitted the idea first.

The suggestion form should be attractively designed and should invite attention. It should be easy to use and contain no complicated instructions to confuse the employee and discourage his submitting suggestions. It should indicate the type of suggestion desired and should state what is *not* a suggestion. For example, "repair a leaky faucet" is not a suggestion in the true sense of the word, even though the company would save money by not wasting water were such a leaky faucet to be put in proper order.

Employees should be encouraged to submit suggestions pertaining to every facet of the business, not merely in their

Cards promoting the suggestion program were placed on tables in employee cafeteria. Card's inside copy appears at right.

Easiest calculator tape in the world to read



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Easy to use as an adding machine

No special training needed! With just one simple keyboard, Victor's Magic Motor Bar and Simpla-Key handle all transactions. Automatic Constant. Total Transfer. Credit Balance.

VICTOR
business machines

Victor Adding Machine Co., Chicago 18, Illinois
Victor Adding Machine Co., (Canada) Ltd., Galt, Ont.

Yellow Pages

Victor Adding Machine Co., Dept. 0-11
Chicago 18, Illinois

Please send four-color brochure on your new Victor Automatic Printing Calculator.

Name_____
Firm_____
Address_____
City_____ Zone____ State_____

For More Information Circle No. 393

Does more for you

because it does more electrically . . . that's the new precision-built Olympia SGE-21 Electric Office Typewriter . . . with more electrified functions than any other electric typewriter on the market today!

Electrified functions on the Olympia SGE-21 include . . . the keys —carriage return—space bar—5 automatic repeater keys—line spacing—tabulator set and clear keys—back space key—shift and segment lock keys—and a carriage interruptor key!

In addition the SGE-21 features such outstanding Olympia typing aids as . . . interchangeable carriages in three sizes 13"—15"—18"—automatic paper injector-ejector—vertical half-spacing—correcting space bar—aligning scale—and impression regulator.

The result is a superbly engineered electric with every advanced new feature designed to provide the ultimate in responsive action—simplicity of operation—and superior results. For a demonstration check the Yellow Pages for name of nearest dealer.

Olympia

Olympia Division, Inter-Continental Trading Corporation, 90 West Street, New York 6, N. Y. In Canada: Olympia Business Machines Co., (Canada) Ltd., 25 Mobile Drive, Toronto 16, Ontario.

For More Information Circle No. 455

TEN REQUIREMENTS FOR A SUCCESSFUL SUGGESTION SYSTEM

1. Full support of top management.
2. Cooperation of supervisors.
3. Facilities to maintain it properly.
4. Adequate rewards for good suggestions.
5. A well designed form.
6. Prompt, competent processing of all suggestions.
7. Complete explanations to those whose suggestions are not accepted.
8. Adequate publicity for the system.
9. Assurance that all employees understand the plan.
10. Payment of awards as soon as the suggestion has been accepted.

own departments.

A special suggestion form is not essential to a successful program: employees may submit suggestions on any type of paper, but he must furnish certain information about the suggestion. This should include his name and department, the date, a description of the situation as it currently exists, and a suggested means of improving it. Some firms use an informal mimeographed suggestion sheet which provides places for the information required. This is more satisfactory than informal memorandums or notes. By providing spaces upon which the necessary information can be indicated, the number of follow-ups by the suggestion system coordinator can be materially reduced.

All suggestions should be processed promptly and competently. They should be collected from the drop boxes frequently and should be date-stamped and registered by the suggestion system coordinator. Each suggestion should be carefully considered in terms of to whom it should be referred for comment. Provision should be made for *written* appraisal by those who would be affected by the suggestion if it were adopted. A suspense date should be indicated on the suggestion form, and if it is not returned to the suggestion system coordinator by the person to whom it has been referred by that date, a follow-up should be made to assure prompt comment and return.

Suggestions are to be evaluated fairly. Most companies use a committee whose members are in a position to judge the

value of the suggestions submitted. A three-man committee is usually sufficient. It meets at regular intervals and considers suggestions submitted to it by the coordinator. The committee determines whether or not the suggestion shall be adopted and, if so, what cash award shall be made to the employee who contributed it. It is the responsibility of the suggestion system coordinator to determine whether the suggestion is original or whether it has already been proposed by some other employee. It is also his responsibility to determine the exact amount of cash to be paid. This involves calculating the anticipated savings which adoption of the suggestion will show over a one-year period. At a later date, if it is shown that the suggestion showed a greater savings than was originally anticipated, an additional sum should be paid.

When the suggestion is accepted, the employee concerned should be rewarded promptly, with adequate publicity. It is best to let the employee's supervisor make the cash award. The employee should be congratulated and urged to submit further suggestions. This will inspire other employees to make suggestions.

If the suggestion is not accepted, the employee should be so advised and told exactly why it is impractical. He should be urged, however, to submit suggestions and thanked for the one submitted.

Above all, the suggestion system should be given wide publicity. Be sure that the employees understand it. This may be accomplished in several ways. Wall posters and bulletin board an-

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FLOORS, WALLS and hand-dust too
with Masslinn®
Cleaning Cloths*
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SWEEPING TOOL
*FIRE RETARDANT & CONTAINS A GERMICIDE
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For More Information Circle No. 302

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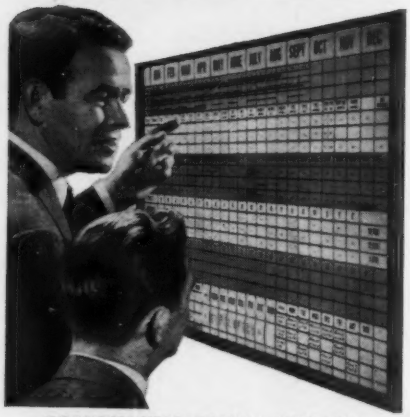
How To Get Things Done Better And Faster



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GRAPHIC SYSTEMS

YANCEYVILLE, NORTH CAROLINA

For More Information Circle No. 298

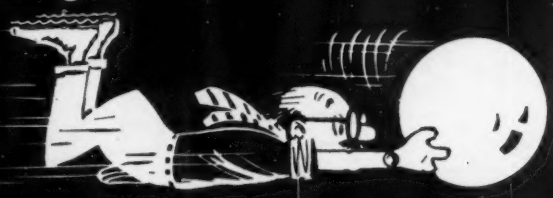
For More Information Circle No. 300

nouncements, changed frequently, can do much to advertise the system. Likewise, articles can be published in the company house organ, bulletin or newspaper. These should not only discuss the plan itself but give names and, where practical, pictures of winners. This is especially true in cases of unusually large awards. AC Spark Plug posts the pictures of the "Suggestion Queen" and the "Suggestion King" each month. These are employees whose suggestions won the largest cash awards during the previous thirty-day period. Letters sent to employees' homes telling of the program, urging them to submit suggestions and enclosing forms have proved effective. Talks by company officials and supervisors have resulted in increased interest.

An employee suggestion system, if properly set up and administered, can prove profitable in many ways. It gives employees personal recognition, the satisfaction of seeing their own ideas in use, and a tangible share in the benefits which result from adoption of their ideas. Such a program provides a means of two-way communication between employees and managament, as well as improving employee attitude and job interest. It contributes to the personal progress of the supervisor by using the creative ability of his employees.

Both employer and employee benefit from a well-administered suggestion system. The tangible reward for such a program is a money saving for the employer and a cash payment to the employee. Less measurable in dollars and cents is the increased interest the employee shows in his work and in his company.

Suddenly you're



"On the Ball..."

because you *"threw"* the MOST UNUSUAL gift-giving "party" for *customers, employees and friends* EVER SEEN!

Yes, you were *"really in action."* Your customers even called to say "THANK YOU" for your *unique and wonderful remembrance* and thereby opened the door to ADDITIONAL SALES! Your employees and friends too, *showed their appreciation* in the many small ways ONLY YOU would understand.

If YOU buy gifts *(between $7.50 and $100.00 each)*, you'll *surely* want to see this *unusually practical, sensationally simple* and *refreshingly different* way of saying "THANK YOU" to the people who are IMPORTANT TO YOU AND YOUR COMPANY.

WRITE **TODAY** FOR MORE INFORMATION ABOUT THIS **PRESTIGE** GIFT-GIVING IDEA!

MAIL TO: ▶ **Automated Gift Plan, Inc., 80 Park Avenue, New York 16, N. Y.**

MAIL THIS COUPON

Please send further information about your 1961 Gift Bookard program.

Name of Company _____

Address _____

City _____ Zone ____ State _____

Att: _____ Title _____

AGP

Off-2A

We use approx. _____ Gifts in the $7.50 to $100.00 price range.

DEALER INQUIRIES INVITED

Some Praise for the Lazy Employee

CLARENCE G. SCHOLTZ

"Thanks, but I only need one basket."

WE REALLY NEED some lazy employees in our offices. Whether you agree or disagree that a few lazy individuals are an asset to an office, the fact remains that individuals who have lazy tendencies often provide business

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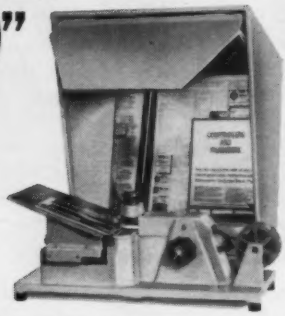

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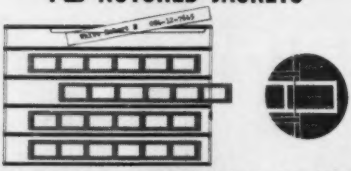

The jacket designed for the Reader-Filler with the "Easy Insert Index"

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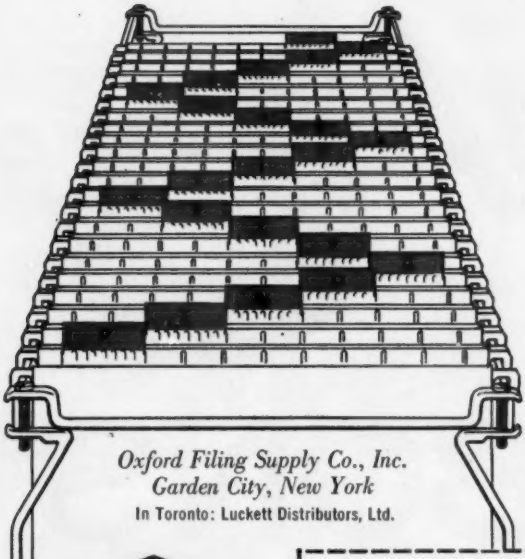

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with some of the best ideas for reducing work and saving expense.

I know of one case where an employee got bored having to work on a form that was printed on both sides. He was one of the lazy boys. One day he sat down, took scissors, paste and paper and, pasting and revising, he ended up with all the information that had been on both sides, on the one side. This saved him having to turn the form over and work on the reverse side. He submitted the idea, it was accepted, he was given an award and the company saved time and money. This was an instance where all the other employees, some of them real hard workers, had had the same opportunity to make a suggestion but apparently they had been perfectly satisfied to go along, follow instructions, do the extra work and think nothing of it. It took the lazy employee, who was looking for loopholes to avoid extra work, to come up with the answer.

In another instance, a company had a great deal of figure work to be done. To make certain the answers were correct, a group rechecked and verified the result. One particular employee, who had to verify the work, out of curiosity kept a record of all the errors that were found. He discovered that the number of errors was very few and felt he was doing unnecessary work. So one day he decided to do something about it. He took his figures, went in to see his chief and eventually sold the company on eliminating that particular checking operation. He got a promotion and no one was discharged because the other employees were absorbed in other units. Here again was a case where every

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With the introduction of new modular groupings, the slim, linear Spacemaster Series now offers executive and secretarial arrangements with distinctive features in each planned for individual convenience and work performance.

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New 50-Station Collator

Offers more features at a lower price than any other high volume collator on the market

- Accurately collates, counts and staggers 25,000 sheets per hour...stitches at a slightly lower rate
- Exclusive push button programmer permits different collating jobs to be run at the same time
- Occupies only 17½ square feet of floor space
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a product of Thomas Collator Industries, Inc.
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For More Information Circle No. 410

New 12-Station Collator

Provides fully automatic collating without the penalty of high price or space waste.

- Automatically collates, counts, crisscrosses or staples 6000 sheets per hour, regardless of the number of sheets per set
- All 12 stations can be loaded in a minute. No adjustments necessary for weight or finish of stock
- Each station will handle approximately ½ ream of 3" x 5" to 11" x 14" stock in most weights and finishes
- Any station can be eliminated simply, easily... at the flick of a lever
- Automatic miss and double detectors stop machine instantly... provide positive accuracy
- Takes only 2½ square feet of floor space... only 44" high

For complete information on the many ways you can speed up your collating operation and substantially reduce costs with either of these two new collators, write today to Dept. B34.

Thomas Collators Inc.

World's Leading Manufacturer of Collating Equipment

100 Church Street, New York 7, N. Y.

For More Information Circle No. 236

employee in that unit had the same opportunity to see the problem and make a suggestion, but it was the laziest man on the force who came up with a better plan simply because he didn't want to spend so much time doing something he didn't think was necessary.

In another case, a man handled claims and did an exceptionally good job of what everyone knows is not an easy task. However, he was very poor when it came to paperwork. He could negotiate, he could settle, he could talk, but his reports and the necessary forms he filled out, etc., nearly drove his supervisor crazy because he would take all the shortcuts he could possibly find. This made it very difficult to read his reports and get all the details. He was recognized as being just plain lazy when it came to paperwork, but his good points offset that unfavorable side. That laziness caused him to sit down one evening and draw up a form eliminating a lot of the information which had been on former reports, yet telling a rather complete story. He did the job well enough to intrigue his supervisor. Here again both the form and the procedure were changed, all to the good of the company.

While it sounds downright stupid to say that every organization should have some lazy individuals on the payroll, the facts in many instances belie that and prove it has been exceptionally profitable to have individuals who are willing to suggest changes of every kind and description to save them work because, in the process, they also save their companies the money required to perform the unnecessary work.

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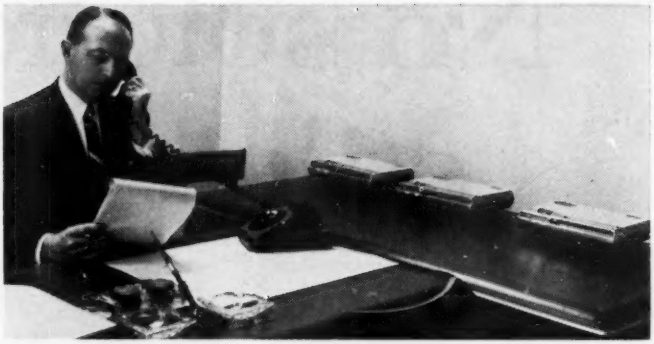

Edmund Bolz, assistant administrator, Benedictine Hospital, Kingston, N. Y., dictating via the Televoice system.

Hospital's Dictation System

A SYSTEM designed to speed medical reports, relieve doctors of clerical detail, and facilitate communications had been installed at Benedictine Hospital, Kingston, N. Y. According to Edmund Bolz, associate administrator, the system will make available for direct patient care many hours of doctors' time per week previously devoted to writing medical reports.

Doctors dictate their reports quickly and accurately by picking up a telephone in the operating room, delivery room, x-ray department, medical staff lounge, or medical unit. The entire report is automatically recorded on one of the three recording units located in the medical records department.

Specially trained medical secretaries in this department transcribe directly from the discs. Typed reports are returned to the doctor for his signature the same afternoon.

Medical reports are funnelled into the medical records department at any time and recorded on recording units which operate without sound, signalling when a disc is near completion. Each disc accommodates 1800 words of dictation. As soon as a disc is completed, it is removed and given to one of the secretaries for transcription. The disc is coded and filed, and the finished report delivered.

The doctor has the advantage of dictating while details are fresh in his mind, and his time is not taken up in writing lengthy longhand reports. Directly after dictating, he is free for other duties.

The system has permitted Bene-

Transcription department at Benedictine Hospital uses Edison Voicewriter transcription units.

No solution to still it copies

Uses revolutionary disposable cartridge that takes 30 seconds to load... and doesn't need changing for up to 30 days!

- Produces needle sharp copies the very first time
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For More Information Circle No. 402

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COMPANY_____

ADDRESS_____

CITY & STATE_____ PHONE_____

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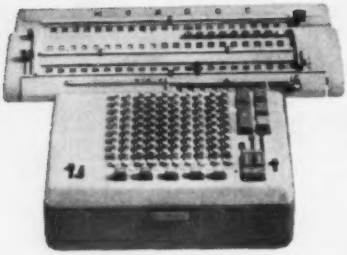

Intolerant!

The Monro-Matic® Calculator doesn't trust you to remember anything. Instead, this intolerant perfectionist uses its own memory dials to accumulate products and quotients while computing results in an entirely different set of dials. All the while doing several figuring functions simultaneously. You might find its perfection insufferable if it weren't for the fact that it does so many things so well it can't help but save you money. It's backed by a same-day service organization of Monroe offices in 370 cities in this country—and in major cities throughout the world. You'll find our people prompt, courteous and skilled—as you will our sales representatives. Call one. He'll be more than pleased to give you full details on this cost-saving Monro-Matic® Calculator. **MONROE**

GENERAL OFFICES: ORANGE, NEW JERSEY · A DIVISION OF LITTON INDUSTRIES

For More Information Circle No. 326

dictine Hospital to pool its medical secretaries in one area for more efficiency. Instead of one girl handling reports from one or two areas, all girls work on reports emanating from all of the dictating stations throughout the hospital. The different dictating workloads from different departments are equalized, and all reports are returned in record time.

Condoned by Management

Sirs:

Your editorial in the August issue expressed very succinctly my feelings regarding business morality. Of course, there are considerably more scrupulous people in business than unscrupulous, but everyone was expected to be good. Good people do not make the news. The danger lies in the growing tendency that "everyone is expected to be bad—it is human nature."

My feeling is that most unethical deals are the fault of the vendee. Naturally, the vendor would like to get as favorable a sale as possible with no strings attached. It is the buyer who intimates, in many devious ways, that he is open to a deal. This does not exonerate the seller who merely compounds the crime and forces other sellers to enter into deals to procure the business of amoral vendees.

Unfortunately, even top management looks upon such practices as perquisites of the job and condones the practice by looking the other way, because salaries have been evaluated with such perquisites taken into consideration. Spotlighting this condition in responsible publications should help counteract the "everybody's doing it" school of thought. Immoral business practices will never be eliminated but at least the stigma will be directed where it belongs—on the wrongdoer and not on the "fool" who doesn't get on the gravy train.
—R. J. SCHRAMM, Assistant Director, Administration Services, Dan River Mills, Inc., Danville, Va.

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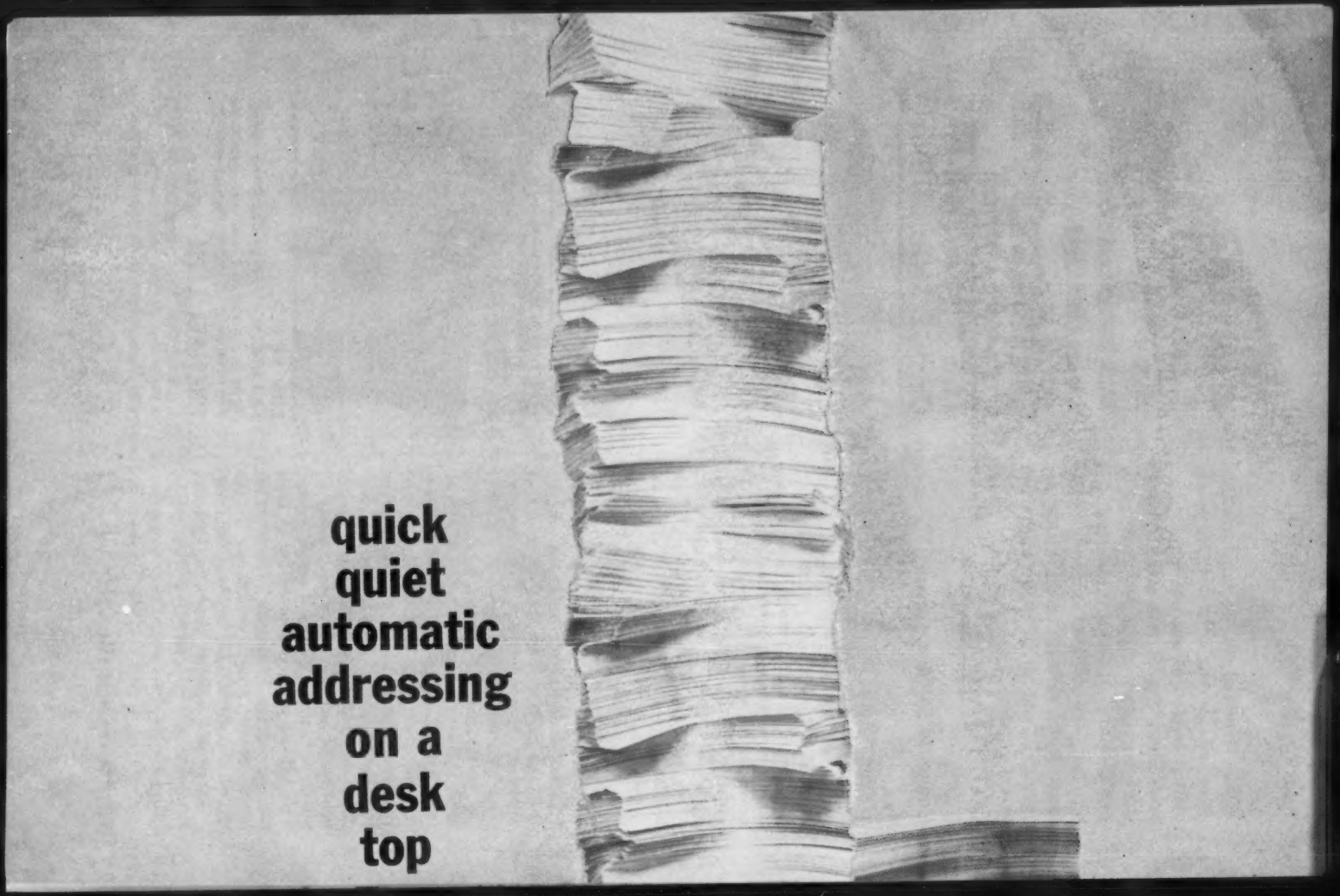
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NEW Books

DATA PROCESSING EQUIPMENT ENCYCLOPEDIA VOLS. I & II. American Data Processing, Inc., Book Tower, Detroit 26, Vol. I, 384 pp.; Vol II, 396 pp.; $25 each.

Volume I contains detailed specifications of over 200 pieces of punched card, paper tape and other electromechanical equipment. Volume II gives standardized specification entries for 107 digital electronic computers including 86 commercially available general purpose systems, seven MICR systems and five optical scanners. It will be kept up to date through quarterly supplements and succeeding editions. Both volumes contain historical and reference material, bibliographies, directories of manufacturers and pricing charts.

LET'S GET DOWN TO CASES by Lydia Strong. American Management Assn., 1515 Broadway, New York 36, $3.

Offers 30 typical office problems in the form of case studies for supervisors: absenteeism, safety, cost control, interdepartmental relationships, delegation, discipline, etc. Each case is presented in narrative form, followed by discussion questions for use in supervisory development programs.

BEWARE THE C. B. BIRDS. Enterprise Publications, 20 N. Wacker Dr., Chicago 6, 16 pp., 35c.

Describes and humorously illustrates C. B. (communications barrier) birds ranging from "The Trembly-Kneed Word Eater" to "The Fast-Reacting Conclusion Jumper."

MATHEMATICAL HANDBOOK. Curta Co., 14436 Sherman Way, Van Nuys, Calif., 64 pp., Free.

A pocket-size handbook of formulas and arithmetical rules for businessmen. Powers and roots, logarithms, decimal equivalents, circular arc tables, mensuration formula,

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weights and measures, conversion factors, etc. are included, as well as business formulas such as profit and loss, markup, discount, simple and compound interest tables, etc.

THE FOLKLORE OF MANAGEMENT by Clarence B. Randall. Dun & Bradstreet, Inc., 99 Church St., New York 8, 204 pp., $4.75.

Light but pertinent reading on what the author terms "myths of management." You should find at least one of his 16 short chapters of more than usual interest, and your associates should like many of the others.

PROS AND CONS OF LEASING. Foundation for Management Research, 121 W. Adams St., Chicago 3, 24 pp., Free.

This fourth edition, revised and expanded to include the pros and cons of equipment leasing for smaller manufacturers, department stores and supermarkets. A section advises on renewals and options-to-buy at the end of lease period, and examines IRS rulings on write-offs.

FOREIGN COMPETITION, A CHALLENGE FOR AMERICA. National Assn. of Manufacturers, 2 East 48th St., New York 17, 32 pp., Free.

An exploration of foreign competition and its effects on the American economy. This competition can be beneficial, the pamphlet points out, since it tends to impose on our whole economy the same discipline as internal competition. The booklet discusses what individual firms and the government can do to create "an economic climate" for meeting foreign competition.

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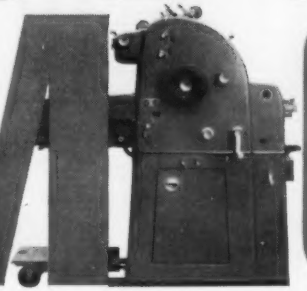
HOW TO JUDGE an OFFSET MACHINE



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(Standard models, without special accessories, as described in recently published price lists and specification sheets)

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Automatic Moistening System	**Yes**	Yes	No	No
9000 Sheets Per Hour	**Yes**	No	No	No
12 Ink-Roller System	**Yes**	Yes	No	No
11" x 17" Sheet Size Capacity	**Yes**	Yes	No	No
10½" x 16½" Image Area	**Yes**	Yes	No	No
Less Than 9 Square Feet Floor Space	**Yes**	No	No	No
Speed of Initial Set-up	**Excellent**	Poor	Poor	Poor
Speed of Changing Various Sizes and Weights of Paper	**Excellent**	Poor	Poor	Poor
Ability to Run Magnetic Ink	**Excellent**	Good	Good	Good
Efficiency of Chain Delivery-Receding Stacker	**Excellent**	Good	Excellent	Excellent

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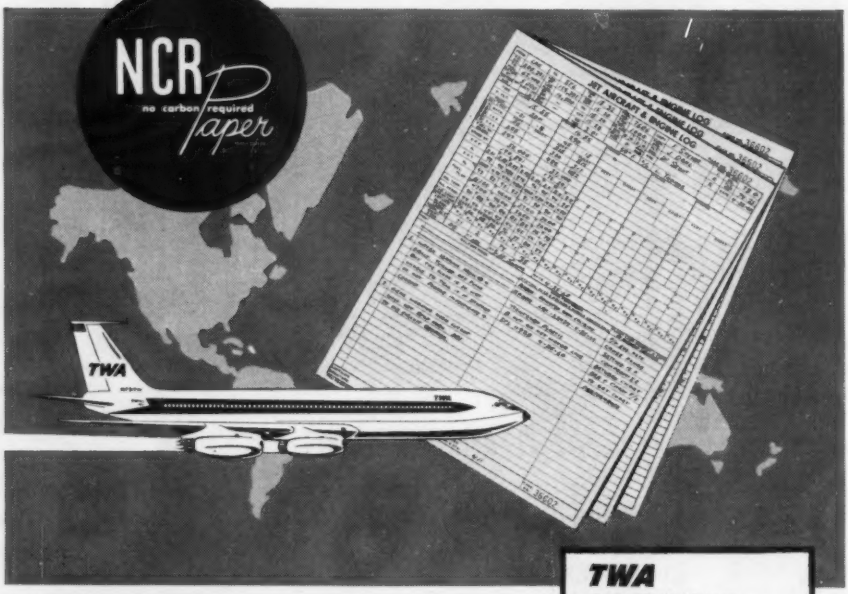

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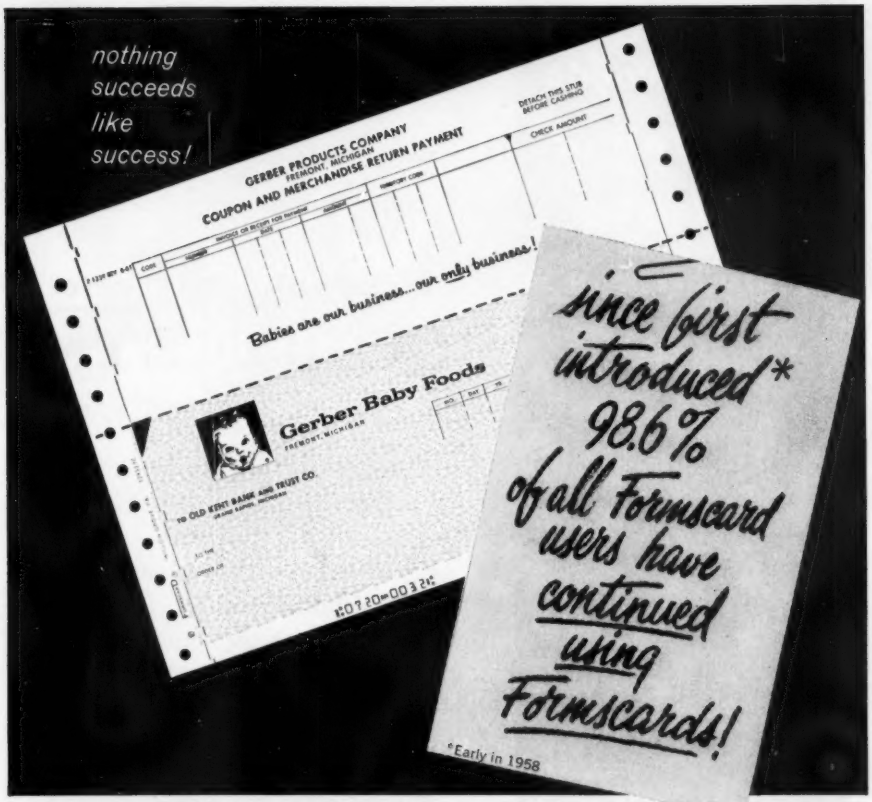

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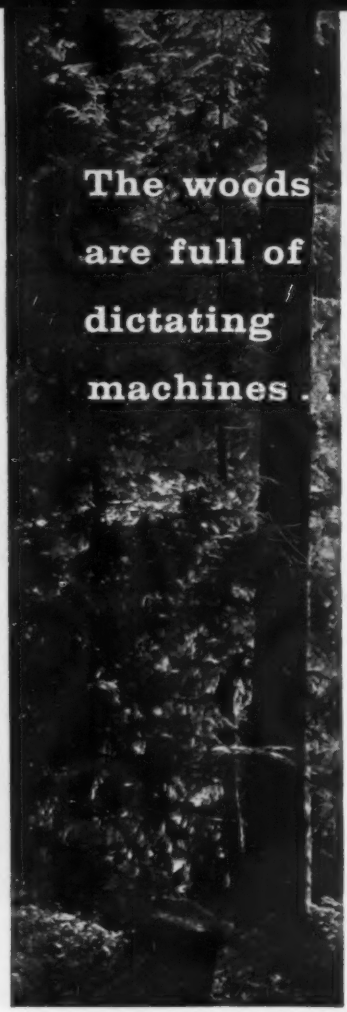

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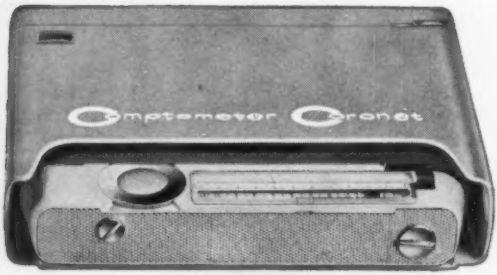

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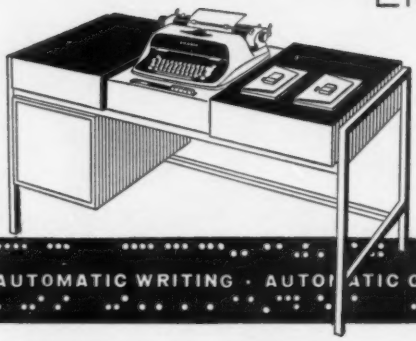

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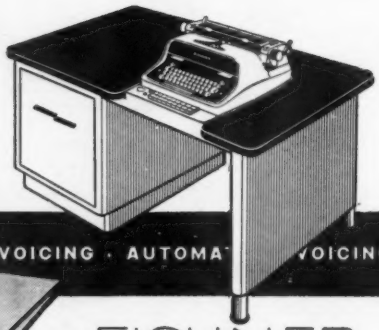

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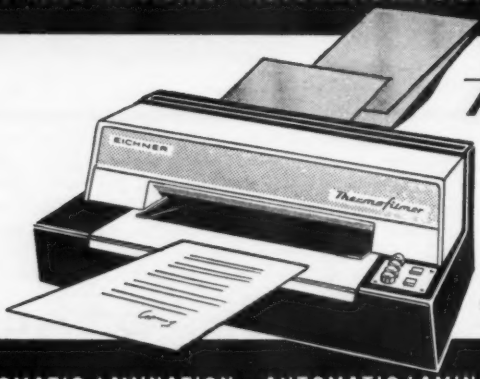

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Don't make a mistake when ordering paper. Always buy Keebord papers for letter-perfect crispness and appearance. Trim protective boxes keep each sheet flat and clean until needed.

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Whiting-Plover Paper Company
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For More Information Circle No. 459

Camera!

Slippery footing is no longer a safety hazard in this tunnel which connects two office buildings at Eli Lilly & Co., Indianapolis. A special non-slip Dura-Grip bonding agent was applied in a sandwich formation. One coat was brushed on like paint and impregnated with aluminum oxide grit, then a second coat was added to lock in the grit.

Reproductions from microfilm of Civil War newspapers were made in seconds on this 3-M Thermo-Fax Microfilm Reader-Printer by Patricia Doyscher (left) and Karen Avaloz in the exhibit of the Minnesota Historical Society at the Minnesota State Fair.

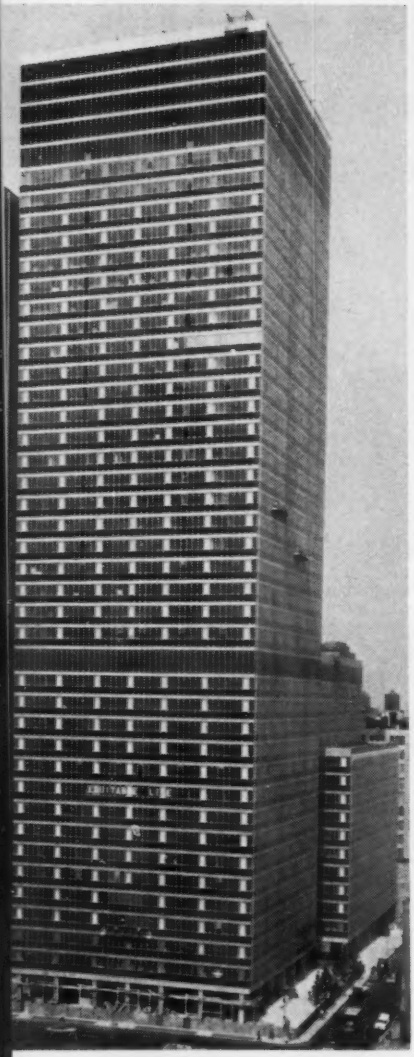
William C. Schropp, Coca-Cola Export Corp. (right), accepts Lightweight Champion Award for superior printing results on lightweight papers from George Fleck, Ecusta representative. Mr. Schropp was honored for excellence in printing a worldwide newsletter on Ecusta's 12-lb. Waylite offset paper with an Addressograph-Multigraph Corp. 1250 Multilith duplicator.

Closed-circuit television welds the dual headquarters of the First National City Bank of New York into a single operating unit. Money committee members seated before the camera and monitors are Robert L. Hoguet Jr., senior vice president; George C. Scott, senior vice president; James S. Rockefeller, chairman; William I. Spencer, senior vice president, and C. Sterling Bunnell, senior vice president and committee chairman. General Precision Laboratories designed and built the system.

Once, formulas and manufacturing tickets of Raffi & Swanson, Inc., Wilmington, Mass., manufacturer of protective and decorative coatings and inks, were housed in these binders. Only one clerk could refer to a book at a time, and at the end of each working day books had to be locked in the safe for protection.

Improves File for Formulas

Now, after installing an Acme Visible Records system, all data is safely housed in this one, unlimited-access bank of files. Protection is assured, as the data is never taken from the files, and cabinets are self-locking at the end of each working day.



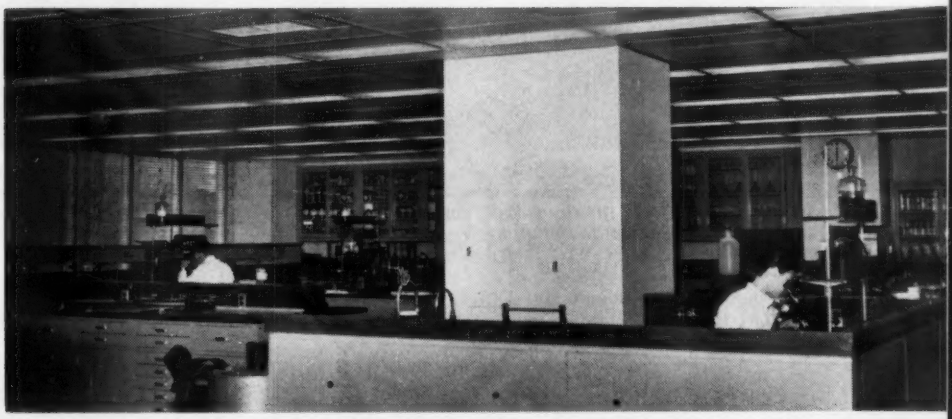
The new 42-story home of the Equitable Life Assurance Co. rises 541 ft. above New York's Ave. of the Americas. It is the world's largest privately owned office building with a single occupant. Part of the two-acre site is a tree-lined plaza created by setting the tower back 16 to 28 ft.

Compact, desktop telephone switchboard has push-button dialing. Seven of these minute switchboards are the key to Equitable's telephone communications system.

Equitable Life's New Home

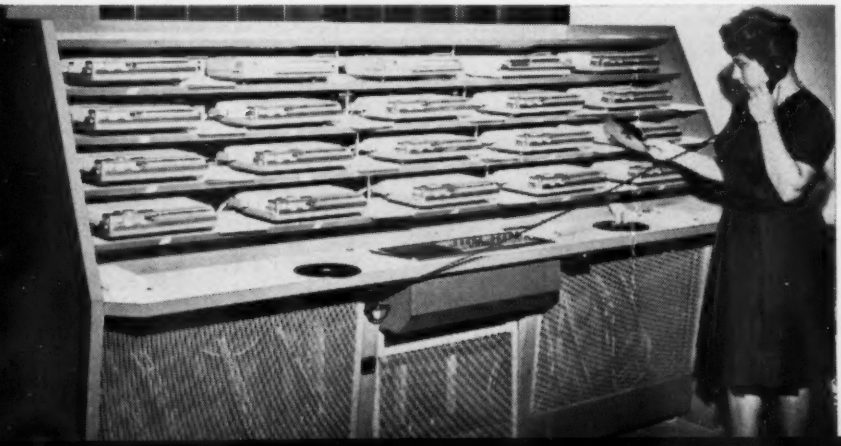
Data processing systems fill almost the entire tenth floor. A high-speed printer is shown imprinting individual information on new policies.

Mail attendant operates a three-wheeled electric cart which makes regular pick-ups and deliveries. These carts are pilot models designed to Equitable's specifications for the new building.



A feature of the building's complete employee health center is this chemistry laboratory which has the latest equipment, much of it automatic to avoid human error.

Central recording center (below) provides telephone dictation. Dialing a special extension automatically connects executive with center where his voice is transcribed by Edison Televoice System.



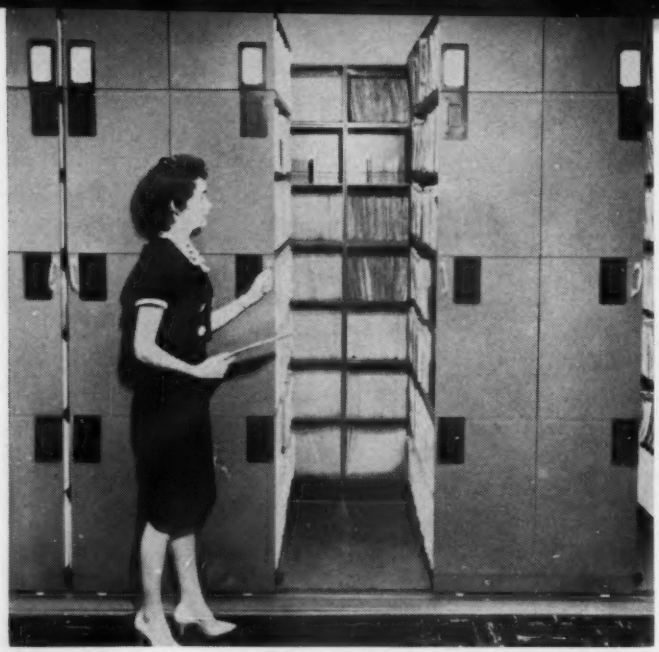
Peckett Headwear Co., New York, uses 1152 Vary-Tally counters to keep tabs on sales of 300 styles of hats in five or six colors. When an order has been filled the sale is "pressed off" on the four-digit counters. Each digit represents the sale of six hats. Vary-Tally is manufactured by Veeder-Root, Inc., and available in single units and assemblies.

Dixie Absher checks Diebold Saf-T-Stak microfilm files at the Bureau of the Census, Washington, D. C., containing data on nearly 180 million Americans from the 1960 census.

Key equipment in closed circuit TV system at Pioneer Bank & Trust Co., Shreveport, La., is this "scooter shooter" which moves along tracks in front of files and transmits records to monitors in the main office and branch banks.

Bank's Television Records System

Tellers can secure information from the bookkeeping department via the system. The bank's two cameras and 21 monitors were manufactured by the Dage Div. of Thompson Ramo Wooldridge, Inc.



Union Dime Savings Bank, New York, was able to expand its security mortgage records files by one-third in 60% less floor-space with a Dolin Mobile Shelf Filing System. Nine double - face sections, seven shelves high, roll along floor tracks to provide immediate access to any section.

Attractive washrooms for employee comfort are considered a sound investment by C. F. Braun & Co., Alhambra, Calif. A do-it-yourself shoe shine stand and a plentiful supply of Scott paper towels are provided.

There Is a Low-Cost Way To Store Your Company's Office Records!

TOP AMERICAN COMPANIES USE PAIGE MIRACLE BOX

All types of businesses throughout the country are storing office and factory records in Paige Miracle Boxes, at a fraction of their former expenditure for metal files and transfer cases.

Paige Miracle Boxes not only effect great savings in cost of record-retention but also in the utilization of ALL the space from floor to ceiling in storage areas.

AT LARGEST TITLE COMPANY Paige Miracle Boxes provide safe storage and easy access to hundreds of thousands of original, irreplaceable real estate records.

COUNT "1 - 2 - 3" — that's how quickly anybody in your office, plant or warehouse can set up a Paige Miracle Box.

The UNIQUE PAIGE MIRACLE BOX SETS UP INSTANTLY and AUTOMATICALLY

NO TAPING!
NO STAPLING!
NO TIME-CONSUMING MOTIONS!

THE COMPACT SYSTEM OF STORING RECORDS

Paige Miracle Box is the ONLY corrugated container with ALL the features which record-retention specialists consider essential for the successful operation of the Compact Storage System:

Sets up INSTANTLY and AUTOMATICALLY —no taping, stapling or folding a lot of tabs.

Completely DOUBLE-walled, DOUBLE-floored, DOUBLE-cornered, providing amazing stacking strength.

The ONLY corrugated box with an integrated, locked-in bottom that can't "fall through."

Separate telescopic cover which can be lifted or removed for easy access to contents.

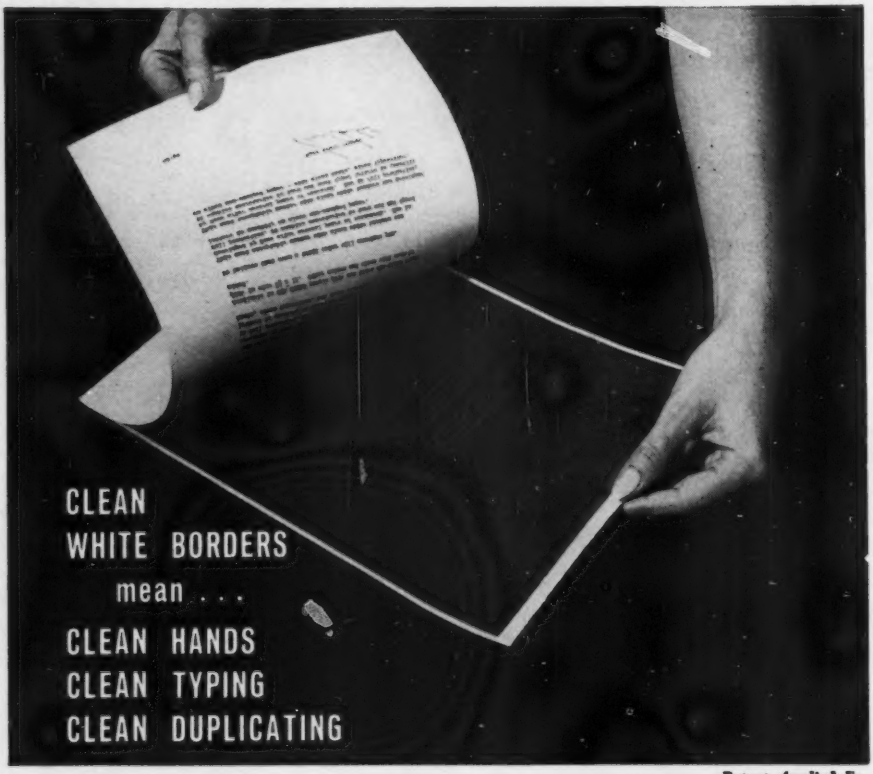
Light in weight, easy to handle by its convenient handholes: even when full, can easily be carried by any girl in the office.

NEW ILLUSTRATED BROCHURE

Our new brochure explains how the use of the unique Paige Miracle Box has developed the Compact System of retaining records . . . how leading companies get maximum use of available space, highest efficiency in operations, greatest convenience for personnel. We'll be glad to send you a copy.

THE PAIGE COMPANY, Inc. • 95 MADISON AVENUE • NEW YORK 16, N.Y.

For More Information Circle No. 348



Patent Applied For

New fluid duplicating master from ROSE research

This *most acceptable* master with clean white borders was developed by Rose after several years of research. Now in full production, it enables secretaries to turn out neat typed letters in quantity on clean non-smudged paper—with clean hands, clean typewriter, and clean clothing.

Rose master units with the new clean white border are available *now* in STA-CLEAN® Purple #294 and Ultra STA-CLEAN® Black #604, size 8½ x 11. Other colors and sizes will be added soon.

We believe that a trial order will convince you.

ROSE RIBBON & CARBON MFG. CO., INC.
Harrison, N. J., U.S.A. *A subsidiary of Bemis Bro. Bag Co.*
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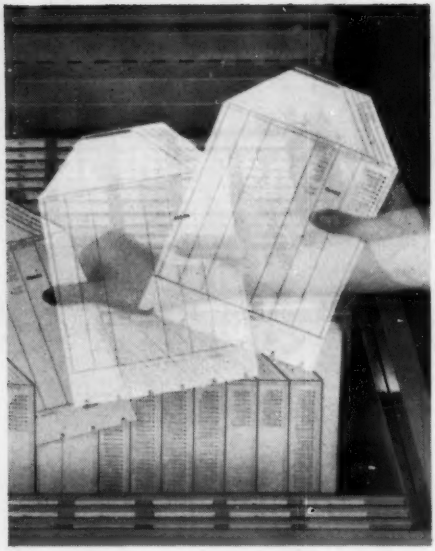
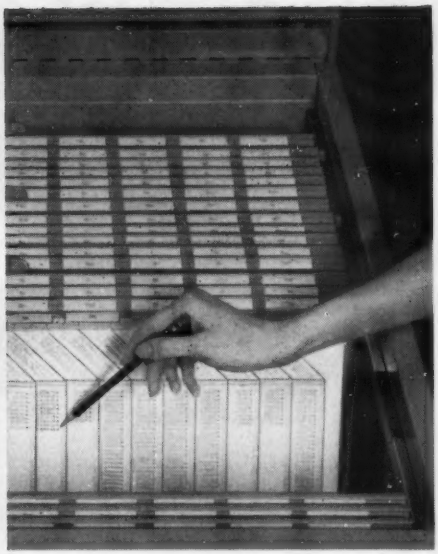
For More Information Circle No. 180→

RATTLE THIS NEW CHAMPION BOND

This is 20 lb. Champion Bond





take it...or leave it

New quick-as-a-flash VERI-VISIBLE halves posting or checking time

FIND AND TAKE OUT INSTANTLY. Veri-Visible keeps many thousands of records on view at operator's finger tips. She instantly finds and takes out any one of them for post haste posting by hand or machine.

LEAVE IN AND CHECK INSTANTLY. Without removing card, operator can check indexing and balance on completely visible corner and side margins. Compact, Veri-Visible portable or floor units handle anything from coded punch tapes and cards to one-time statement and ledger sets. Send coupon for full facts.

Left-to-right indexing keeps thousands of cards at operator's finger tips.

Adjustable dividers let you fit system to records.

"Card Out" signals speed refiling.

Double-view margins keep customer's name and balance always on view.

ACME VISIBLE

ACME VISIBLE RECORDS, INC.
2211 West Allview Drive, Crozet, Va.

I'd like to know more about the way Veri-Visible systems can cut time and costs on my posting, checking and billing.

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

For More Information Circle No. 214

←For More Information Circle No. 180

how much money

are you WASTING... that these My machines will SAVE?

Costs only
$99.95
plus f.o.b.

auto-opener

opens 400 envelopes/min.

Pays for itself every 3 months! Pays you an hour a day in time saved plus another hour's worth of added productive time.

OPENING MAIL BY HAND?

FOLDING MAIL BY HAND?

Saves its cost over and over.
Only
$149.95
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auto-folder cv

Folds 100 pieces/min.

Quickly pays for itself. Folds letters, bulletins, promotional materials, price lists in 1/10 a girl's time.

NEW! *Auto-Folder "Seventeen"* takes sheets to 14" x 24". $450 plus f.o.b.

Stand, optional, $29.95

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CUTS A 2" STACK UP TO 18" WIDE IN 1 STROKE

Safely, accurately, economically cuts paper, board, stock up to 18" wide.

Only
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CUTTING PAPER IN SMALL STACKS?

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For eye-opening demonstration in your office, and full details, call or write your dealer or Martin Yale, Inc

your complete line of money-makers:

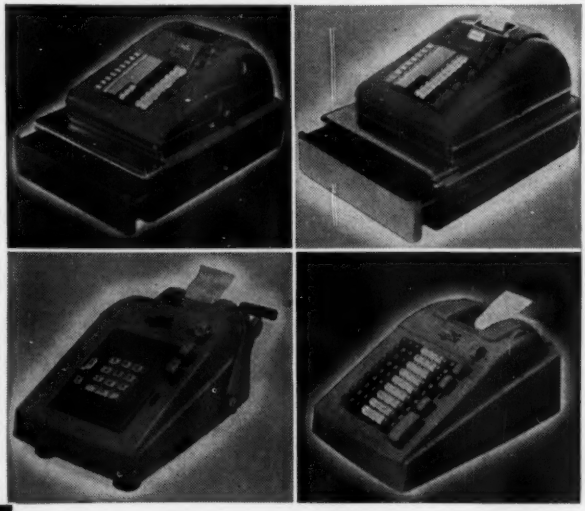
itemizing cash registers adding machines • safes

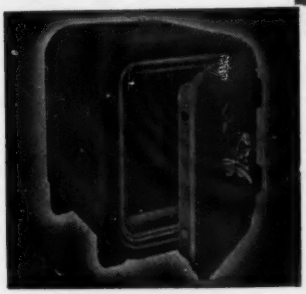
Here is the opportunity of your lifetime! The complete line of low-priced REGNA cash registers and adding machines means: PROFITS, PROFITS and more PROFITS!

Fascinating, jet-aged models meet every demand of today's and tomorrow's business-builders. Choice of electric, hand, 10-key or full-keyboard.

Send today for information and literature.

Move fast — it's profitable!





JOELI fireproof safes, of revolutionary new design, sweep the world with fantastic sales success. Several sizes and models available.

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704 Notre Dame St., W. Montreal, Que.
OUTSIDE CONTINENTAL U.S.:
Jorgen S. Lien, Box 522, Bergen, Norway

It's low-priced! It's profitable!
Mail the coupon. Mail it today.
Mail it NOW!

REGNA CASH REGISTERS INC.
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:

Please rush more information on the complete line of REGNA cash registers, REGNA adding machines, Joeli fireproof safes, and outline advantages of becoming an independent Regna-Joeli Dealer.

NAME .....

ADDRESS .....

CITY .....

ZONE ..... STATE .....

For More Information Circle No. 352

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This is the Friden-Ertma Mail Inserter. Controlled by a single operator, it automatically gathers up to eight enclosures (including punched cards), inserts them into envelopes, then seals, counts and stacks the envelopes—all in one swift operation.

The Friden-Ertma is extremely flexible—you purchase your machine with the exact number of stations you now require, add more (up to a total of eight) as you need them. Installation is easy as plugging in a lamp. Set-up, loading and job changeover are quick and simple, require no tools whatsoever.

Special open feed station available for cycle billing and similar applications. For complete information, call your Friden Man. Or write: Friden, Inc., San Leandro, California.

THIS IS PRACTIMATION: Automation so hand-in-hand with practicality, there can be no other word for it.

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For More Information Circle No. 450

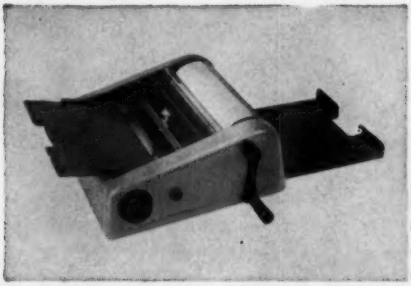
SADA for duplicating

SADA

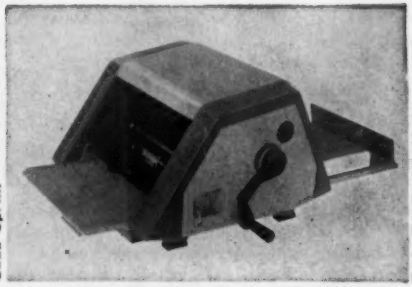
Sada Sprint
This unique spirit duplicator reproduces any typescript, manuscript or drawing in one or more colors

Sada Replic
Compact in dimension but full-size in results, this modern stencil duplicator is hand or electrically operated

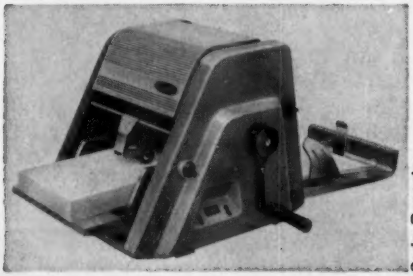
Sada Reporter
This electrically-operated automatic stencil duplicator has exclusive money-saving features



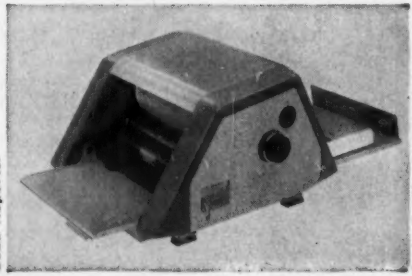
Sada Sprint



Sada Replic hand operated



Sada Reporter



Sada Replic electrically operated

SADA **S.p.A. Duplicatori ed Affini Milano**

Milano (Italy) - corso Europa, 12
tel. 780.913/915/917

For More Information Circle No. 212

HERE'S *PLUS* BUSINESS

and YOU can get it!

acting as a dealer for International Business Forms. When you do business with International, you are assured of:

QUALITY PRINTING and perfect collation thanks to the most modern high speed ROTARY EQUIPMENT.

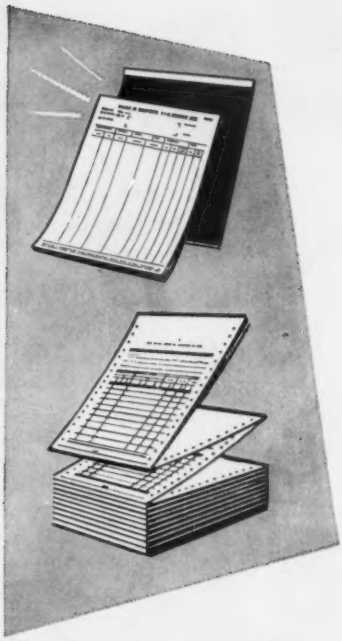
COMPETITIVE PRICES, assuring you of your share of this profitable business.

GENEROUS DEALER DISCOUNTS make the selling of International's one-time carbon forms a worthwhile addition to your sales.

PROMPT SHIPMENT—AS PROMISED. We have long prided ourselves on meeting delivery schedules. You can depend on our delivery promises.

EASY-TO-USE LIST — FAST QUOTES. Our price list is designed to make it easy to figure your own prices or, if you prefer, our Quotation Department will handle your price requests within 24 hours.

NO DIRECT SELLING. We sell only through our dealers, never direct. You are protected!



MORE and MORE BUSINESS FIRMS are using time saving snap-aparts and continuous forms. Even small companies have found that they save valuable clerical time and so, why don't YOU - - -

GET YOUR SHARE OF THIS BUSINESS with—NO INVESTMENT IN EQUIPMENT — NO INVENTORY OR PRODUCTION PROBLEMS—

REMEMBER - - -
We want to do business with you, and we sell through DEALERS ONLY
Try us! We are sure we can satisfy you and your customers

Write today for complete information on this profitable line.
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Our Golden Rule

"... unmeasured service to a distinguished list of customers."

We are proud that the superior quality of our products has earned us the friendship of so many fine firms, and we take extra pride in meeting their special requirements with care and promptness.

We at Colonial will be happy to discuss *your* special requirements ... may we hear from you?

Specialists in the manufacture of spirit master units, spirit carbon, hand cleansers and fluids.

Colonial Carbon Company SKOKIE, ILLINOIS

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For More Information Circle No. 288

SPEED-O-PRINT

World's Finest Photo-Copier

COPIES EVERYTHING IN SIGHT... IN SECONDS

If you have been under the impression that all photo-copiers are pretty much alike, don't buy any machine until you see the Speed-O-Print. In 59 seconds, your Speed-O-Print dealer will show you why hundreds of thousands of users—from one-man offices to leaders in business and industry—prefer this superb Photo-Copier to all others. Or, if you prefer, send for illustrated brochure describing the six Speed-O-Print models. You'll find one that exactly meets your budget and surpasses your most exacting requirements.

Speed-O-Print **CORPORATION**
1801 WEST LARCHMONT AVENUE, CHICAGO 13, ILL.

Gentlemen:

I want to know why the Speed-O-Print Photo-Copier is superior. Please send, without obligation, complete details, *including a photo-copy of this request.*

Name_____

Title_____

Company_____

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City_____ **Zone**_____ **State**_____

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CORPORATION
1801 WEST LARCHMONT AVENUE
CHICAGO 13, ILL.

For More Information Circle No. 221

First choice of office workers and management everywhere

"THE MAGNIFICENT" NEW

TIFFANY OFFICE MACHINE STANDS

NEW!
MODEL
6000

New Concept In:

- STRENGTH & RIGIDITY
- MACHINE SAFETY
- OPERATOR COMFORT
- RETRACT-A-BILITY
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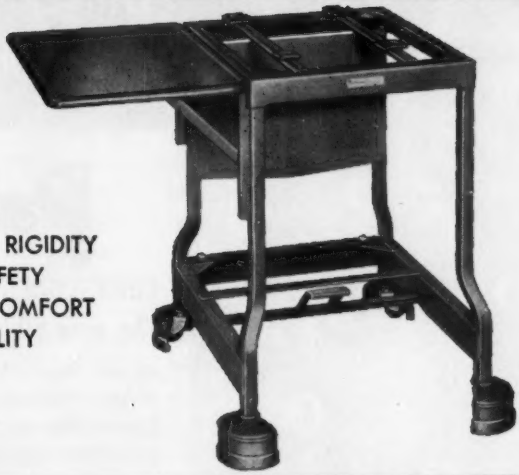

NEW
MODEL
1177

BUDGET PRICED stand with *foot pedal operated retractable casters.* For light weight office machines. Undercoated solid steel top. Square tubular legs. Two drop leaves.

MODEL
2500-GL
(with glides)

MODEL
2500-CA
(with casters)

PHOTO COPYING...DUPLICATING MACHINE TABLE. Precisioned construction; heavy steel for insured rigidity. Top size: 30" wide, 18½" deep. Compartments and tray for supplies.

Write for NEW '61 Catalog

TIFFANY® STAND CO.

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TOP QUALITY WHITEPRINT COPIES at a saving with . . .

Patapar®

TRANSLUCENT PARCHMENT #44-45
The new Whiteprint Copy Master

All over town—Paterson's new *Intermediate Weight Whiteprint Copy Master* saves money. Yet copying speed and reproduction quality are exceptional.

Here Are More Reasons Why You'll Want This Superior Copy Master:

1. Visual opacity approaching that of a regular bond
2. A bright, white surface for contrast
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4. Makes a perfect letterpress or lithographed business form
5. Satisfies a need that up to now could only be filled by higher priced or impregnated papers

PATERSON PARCHMENT PAPER CO.
Bristol, Pennsylvania
NEW YORK, N.Y. CHICAGO, ILL. SUNNYVALE, CALIFORNIA

Are you now using an Ozalid, Bruning, Peck & Harvey, Revolute, Pease or any other diazo type whiteprint machine? Send for free samples of new Intermediate Weight Patapar Translucent Parchment 44-45 Whiteprint Copy Master.

For More Information Circle No. 201

Heading Up Personnel Records With Addressing Equipment

A HEADACHE for many personnel offices is the proper heading up of records and forms for employees. Usually a new employee's folder moves from one section to another, with each manually filling out its requirements on cards and inserting them. Before the folder is finally filed, it is dog-eared, and someone usually forgets to notify the payroll department before pay day.

This wouldn't be true if all records were imprinted with basic employee information from a single source. Work could be completed more rapidly; confidential information confined to one or two people; there could be more accuracy, since information on all cards would be alike, and more uniformity since the information would be in the same location on all cards.

Two methods of imprinting are available: addressing plates or tabulating cards can be used, depending upon the type of equipment in the office. Data printed on one address plate would require at least two punch cards; volume might not justify installation of punched card equipment; addressing equipment is less cumbersome and less expensive; addressing equipment is usually more accessible on short notice; addressplate processing results in a more closely controlled operation.

The first step in designing a system for address plate imprinting is to decide what records will be involved. Most companies have at least ten, including 1) attendance record card, 2) salary administration card, 3) supervisor's history card, 4) group insurance cards, 5) address card, 6) alphabetical card, 7) chronological card, 8) notices to medical department, mailroom, telephone switchboard, 9) advice to payroll department, 10) statistical cards for test results, etc. Each firm must select those records which it requires.

Once the records are selected, it becomes necessary to decide what will be imprinted on them. To do this effectively, list on a sheet all things now being posted on all cards. The results are amazing: name and department number appear on all records; employment and birthdate appear on all but one; the Social Security number is vital on payroll records; etc. The order in which this information will appear on the forms is of equal importance, because not all of it is desired on all records, and addressing machines are capable of cutting off information, horizontally or vertically, on the plate. The least important information should be placed in areas where it is easiest to cut off.

A good choice of information to be embossed on a plate might be:

Line 1. Department Code Number, Employee's Name, Name of Department

Line 2. Marital Status, Date Employed, Salary Status, Birth Date

Line 3. Sex, Education, Work Cred-

This article was prepared by the late Donald L. Brush when he was senior planning analyst at Connecticut General Life Insurance Co., Hartford.

PERSONNEL DEPARTMENT WORK SHEET

To: Addressograph - 15

Dept. Code	Employee's Name	Department
679 (3)	Doe, Mary E. (8)	Records (30)

Marital Status	Employment Date	Salary Status	Birth Date
S (3)	1-21-58 (11)	Sal. (27)	10-14-18 (32)

Sex	Education	Work Credit	Annual Review
F (3)	H. S. (8)	4 yrs (18)	Jan. (24)

IMPRINT	IMPRINT
(3)	(3)
B3224 - Salary History Card	B3454A - Key Sort Statistical Card
(2) Blanks - Name & Address Card	0946 - Kardex Attendance Card
Blank - Chronological File Card	(2)
B3358 - Supervisor's Card	033220 - Group Ins. & Hosp. Enrollment Card
(1)	GR2040 - Group Pension Enrollment Card
B4423 - Security - Car Registration Card	

B4566

The work sheet tells what is to be embossed on addressplate and what records are to be imprinted with the plate.

its, Month of Salary Review.

Line 4. Social Security Number.

The department code number can be the department's budget code. Use employee's initials if name is too long. The date employed may be one of three: the first day worked with company, day first worked full-time, an adjusted date where partial credit is given for part-time hours worked, in which case follow the date with an "A". Salary status can be broken down into full-time, student, hourly, intermittent, night staff, cleaning women, etc. Education can list high school 0, 1, 2, 3, 4; college, 1, 2, 3, 4, 5, 6. Work credits are the number of years of outside experience in other jobs equated—usually one-half.

The size and style of the plate will depend on the final number of lines selected. Tabbing the top of each plate with metal signals is also important. A maximum of 60 selections that can be made with Addressograph signals. Twelve should be used to indicate the months of salary review; additional tabs should indicate such things as type of employment, hourly or salary employment, education, marital status, sex, etc. Do not make this tabbing any more complicated than necessary. Plates can be filed alphabetically, by salary review month, salary status, etc., but it is recommended that they be filed by department code number and then alphabetically.

In designing and printing forms for the system, make sure that the rectangular box in which the imprint will be placed is in *exactly the same position both from the top and the side of each*

Jan.

Certificate No.

CODE	NAME		DEPARTMENT	
MARITAL STATUS	EMPLOYMENT DATE	SALARY STATUS	BIRTH DATE	Division

G-5570 Amount
Insured
G-5570A Amount
Insured
GH-5090 Emp. Ben.
Eff. Date
Deps. Ben.
Eff. Date

B4423a

SECURITY - CAR REGISTRATION CARD

CODE	NAME	DEPARTMENT	TEL. EXT.
679	DOE, MARY E	RECORDS	

ADDRESS 55 Elm St
Hartford Conn

MODE OF TRANSPORTATION ☐ BUS ☑ CAR: ___ Ride ✓ Drive

REGISTRATION NUMBER(S): BX 947

STATUS: (check one) ☐ SALARIED ☐ PART-TIME HOURLY ☐ NIGHT STAFF

The Company assumes no liability for fire, theft, or damage to cars parked on the premises.

Date Jan 21 1958 Signed Mary E Doe

B3358b

CODE	NAME		DEPARTMENT
679	DOE, MARY E		RECORDS
MARITAL STATUS	EMPLOYMENT DATE	SALARY STATUS	BIRTH DATE
S	1-21-58	SAL	10-14-18
SEX	EDUCATION	WORK CREDIT	ANNUAL REVIEW
F	HS	4	JAN

HOME ADDRESS
55 Elm St
Hartford
Conn

TEL.
AD-0000

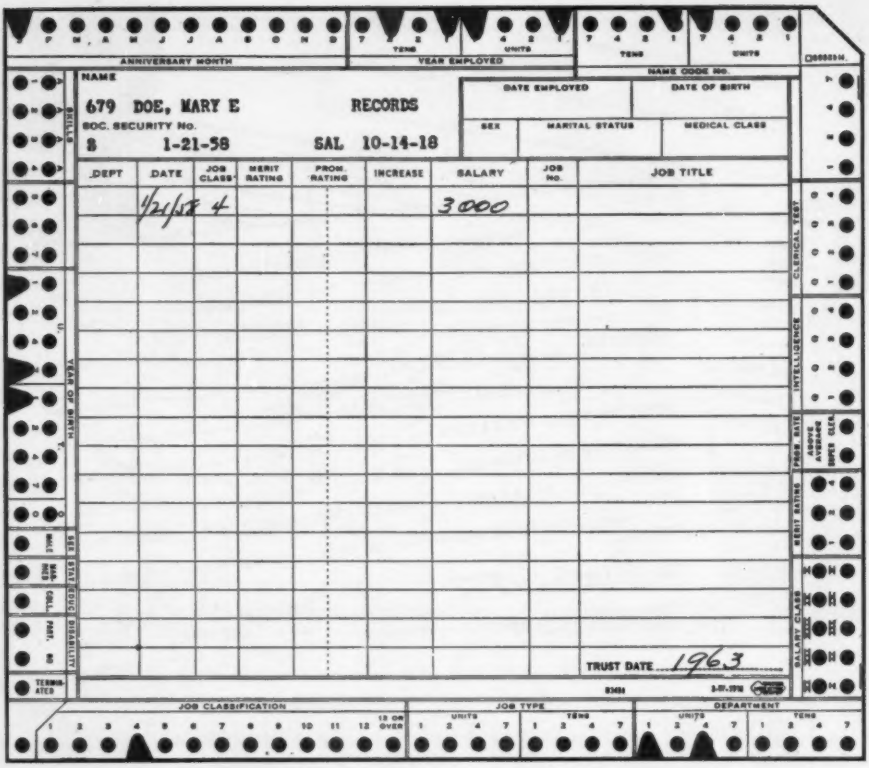
WORK EXPERIENCE

Dates	Employer	Type of Work

Type of Work Hired for: clerk typist

Other Skills: book Keeping

Top to bottom: group life and hospitalization enrollment record; car registration card; and supervisor's record which contains (on reverse side) history of job classifications, salary and test scores.



Keysort card is marginally punched to permit statistical analyses of personnel.

form, to make it easy for the operator of the addressing equipment to get perfect registration when imprinting. Aside from this, there are no limitations. The system provides for imprinting on sheets from 3″ x 5″ up to 8½″ x 11″.

A records control clerk is the key person in this system. This clerk will be in full charge to see that the records system gets off to the right start and that all changes in employee status are reported and included. Although this job is not too time-consuming, during peakloads it is an important one. The accuracy of all personnel records will depend on her accuracy; the speed with which the records reach their destinations will depend on her adroitness; the elimination of leaks of confidential information will depend on her discretion. However, in all but large companies (2000 or more employees), it would be a part-time job.

Let us assume that Mary E. Doe has been hired and reports for work today. She might be required to sign several papers, such as W-4, but as far as this system is concerned only two are involved:

A combination group life and hospitalization enrollment cards. (There may be more than one group enrollment card involved.)

A combination card on which Mary Doe fills out her address, how she gets to work and her automobile license plate numbers, if she will be using the parking lot.

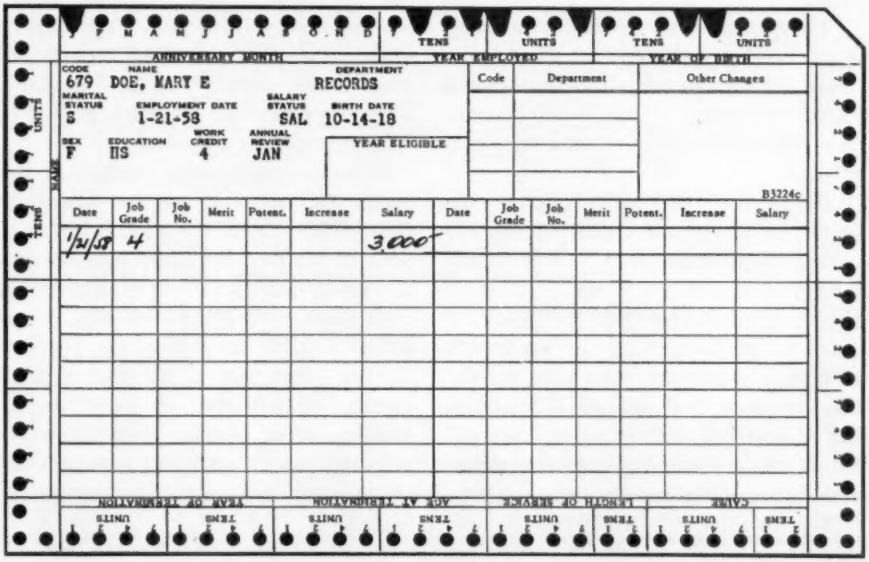
Neither of these cards has had boxes for addressing machine imprint completed as yet. Upon receipt of the cards and application, the records clerk completes a work sheet form (page 80) to:

1) Tell the operator what to emboss on the plate;

2) Tell her which records to imprint. Printed numbers in the lower corner of each box tell the operator the correct character spacing to use in setting up the plate. At this point the code sheet and two cards are ready for processing.

Meanwhile, the records control clerk heads up any records which do not adapt themselves to imprinting. These might be an advice to the payroll department or some statistical card. At this time an employee folder should be made up and any pre-employment forms, such as application, test results, references, etc., enclosed in it.

Upon receipt of the worksheet and partially completed group insurance and address-security cards, the addressing department embosses a plate and imprints whatever cards are called for at the bottom of the work sheet. This area of the form is divided down the middle — (forms named on the right-hand side are not required for part-time employees). Numerals in parentheses above the cards indicate the



The salary history card can be needle sorted for salary review dates.

THREE MONTHS SERVICE RATING

(This is not for the purpose of adjusting salary unless there has been a promotion since employment)

CODE	NAME		DEPARTMENT
679	DOE, MARY E		RECORDS
MARITAL STATUS	EMPLOYMENT DATE	SALARY STATUS	BIRTH DATE
S	1-21-58	SAL	10-14-18
SEX	EDUCATION	WORK CREDIT	ANNUAL REVIEW
F	HS	4	JAN

DUE BACK Apr 1st 1958

Position Grade When Hired 4

TO BE COMPLETED BY SUPERVISOR:

Position Grade Today _____

Position Number, if any _____

Progress has been: ☐ BELOW AVERAGE ☐ AVERAGE ☐ ABOVE AVERAGE

Because the first three months of work are considered a probationary period, this is the time to realistically appraise her progress and to help her correct any deficiencies. If she is not working out, it is often better to terminate her now than later.

Is she Properly Placed

(1) IN THE RIGHT DEPARTMENT? ☐ YES ☐ NO

(2) ON THE RIGHT JOB? ☐ YES ☐ NO

Have you talked to the employee about her progress? ☐ YES ☐ NO

COMMENTS:

Date _____ Supervisor's Signature _____

B4566

Three-month rating form (a six-month form is also used).

number of lines that are to be imprinted.

When completed, the set is returned to the records control clerk who proofreads the copy with the application form. Accuracy at this point guarantees the accuracy of all subsequential records.

The control clerk also completes the entire set of records required for the folder. This includes a 5″ x 8″ salary history Keysort card with marginal holes which serves two purposes: a notch to match the salary review month acts as a check with the tabs on the address plate; for statistical analyses, the causes of terminations, average length of service, etc., can be determined from holes punched.

Also at this time, any posting, such as starting salary, should be completed. The records control clerk also should hand post to the cards any information not embossed on the plate, but needed by the various sections of the department. When completed all records are sent to the proper section for filing. Then the procedure is ended, insofar as it applies to employment.

However, addressing equipment imprints also are valuable for salary review. The yellow 5″ x 8″ salary history card is received by the salary administration division and filed by department code number, then alphabetically. Companies are apt to review the progress of new employees at the end of each month, at the end of three or six months, or at various other times.

In any case, under this system merit rating forms can be prepared in one of two ways:

1) Merit rating forms can be imprinted initially along with the other

CONNECTICUT GENERAL MERIT RATING

CODE	NAME		DEPARTMENT
679	DOE, MARY E		RECORDS
MARITAL STATUS	EMPLOYMENT DATE	SALARY STATUS	BIRTH DATE
S	1-21-58	SAL	10-14-18
SEX	EDUCATION	WORK CREDIT	ANNUAL REVIEW
F	HS	4	JAN

DUE BACK 12/1/58

Position Grade Last Review 5

TO BE COMPLETED BY SUPERVISOR

Position Grade Today _____

Position No. Today _____

FOR PERSONNEL DEPARTMENT USE:

Merit Rating		Last Increase		Present			Appd.
Rate	Math Avg.	Date	Amount	Salary	Ultimate	Pattern	Increase
		7/14/58	100 P.	3100			

This employee should be rated against the requirements or standards of her job. You will find it helpful to have in front of you a copy of the job description and any production Standards that are available.

WHAT ARE HER STRONGEST ABILITIES OR BEST TRAITS?

WHEREIN DOES SHE NEED IMPROVEMENT?

On the lines below, mark employee: 5 if outstanding; 4 if very satisfactory; 3 if satisfactory; 2 if slightly deficient; 1 if unsatisfactory; N if too new in position to rate.

1. Absences 3 ; Absence Periods 2 Rating: (Includes all absences, regardless of reason. Circle rating and explain under General Remarks if there are extenuating circumstances.) 4 0

2. *Quality:* Consider the general quality of work including accuracy, neatness, effectiveness. If the position calls for initiative, courtesy in public relations, analytical ability, etc., such factors should be considered. _____

3. *Volume:* Consider total output, making no allowance because of newness on the job. If production records are available, refer to them. (Loss of production due to absence is considered in Factor 1.) _____

4. *Teamwork:* Consider ability to get along with others, tact, appearance, personality, punctuality, attitude toward Company and contribution to general morale. Consider the amount and closeness of supervision required in actual work and in general office conduct. _____

5. *Supervisory Ability (If applicable):* Consider ability to lead to develop teamwork, to instruct; ability and fairness in handling personnel problems; ability to develop Company loyalty and maintain happy yet effective employee relations. Consider quality and output of unit supervised. _____

OVERALL RATING (If too new to rate, check here and do not rate below. [N]

Please do not split ratings. Fractional ratings will be reduced to next lower category.

On Probation	Questionable or Slightly Deficient	Satisfactory	Very Satisfactory	Outstanding
1	2	3	4	5

B4059d

Supervisor's employee merit rating form. Reverse side has space for indicating promotability along both clerical and supervisory lines: capable of going far, of advancing several job grades, advancing one grade, enlarging duties with no change in grade; now at, or past, capacity. Supervisor is also asked for a summary (25 words or less) of major factors for consideration by salary committee.

B3001c

SALARY DISPOSITION CARD

For the Salary Committee 1/15/59 Date

CODE	NAME	DEPARTMENT
679	DOE, MARY E	RECORDS

The Salary Committee has voted:

☐ Not to increase the salary

☑ To increase the salary effective 1/15/59 as follows

Basic Annual Salary from $ 3100 to $ 3250

Service Recognition Payment $ —

Remarks:

This card form reports the result of employee's salary review.

employment record cards and kept in the personnel department until it is time to use them;

2) Addressplates can be housed in a temporary file and imprinted on the merit rating form at the appropriate time. Imprinted merit rating forms are sent to department supervisors at the proper time, after which they are completed and returned for the consideration of a salary increase.

The annual salary review is much more complete. Several months in advance, addressplates are pulled from the master file, and by use of the tabs on tops of the plates, two single line lists are prepared, along with a full-page merit rating sheet and a deck of 3″ x 5″ salary disposition cards for all employees to be considered. This material is sent to a salary administration clerk who pulls her deck of 5″ x 8″ salary history cards, and needles them for the proper month to be considered. There should be a name on the list for each salary card upturned by the Keysort process. (At this point, some companies might wish to set this batch of the salary history card file apart for later consideration.)

The two single line lists which the addressing equipment has prepared are used:

1) As an advice to the job classification clerk so that any changes in duties, new write-ups, and perhaps upgrading in job class can be approved before the salary committee meeting;

2) As an advice to the attendance records clerk so that attendance files can be reviewed to disclose poor attendance records of those coming up for review.

The salary administration clerk completes certain boxes of the merit rating blank from information on the salary history cards, such as position grade, last review, date and amount of last increase, and present salary. At this point, they are sent to the department supervisors for completion. The deck of salary disposition cards serves as a control to govern their return to personnel.

When the merit rating forms are returned to the personnel department, the salient information is typed on a spread

(Continued on page 277)

Calculated Bidding for Successful Competitive Pricing

WILLIAM H. POLDEN, Controller, REF Dynamics Corp., Mineola, N. Y.

ALL GOOD budget men know that the secret of successful competitive pricing during tight business periods is "calculated bidding." Budgeting results in overhead figures which are the sum total of expense disbursements expected during a specific period. These expense totals become overhead in various areas such as sales, engineering or manufacturing.

Many companies, even in this day of enlightened accounting, use an overall burden rate to establish a selling price. That is, all expenses are totaled for a specific period, and the amount of direct labor dollars to be generated and paid during this same period is also totaled. This direct labor dollar total is then divided into the total expense figure and the result is a burden rate for pricing a bid or proposal. Sorry to say, but these companies are out in left field with such a practice.

To successfully use calculated bidding methods, any company having more than one production department must refine its budgeting to a departmental basis. Get your overhead expenses more finely apportioned to each department and make such expenses realistic. Take the water out of overloaded expenses. In proper seasons, take a long look at fuel costs, light and power costs, maintenance costs, etc. Place all depreciation costs on a true economic basis. Stagger vacation periods so that replacement of employees is minimized. The budget man must know the areas to be watched.

Once you have established true expense costs for each department you will then have a departmentalized burden rate, and therein lies one of the major advantages of calculated bidding.

A. Devaney, Inc., N. Y.

When a salesman comes in with a hot lead for a job, he depends on the budget director and the estimator to provide a realistic price for proposal to his customer.

A. Devaney, Inc., N. Y.

In calculated bidding, it is important to know the exact number of production hours required by each manufacturing operation.

For example, let's consider a company having six productive departments: 1. Shear; 2. Press; 3. Heat Treat; 4. Paint; 5. Weld and 6. Assembly. These departments are standard for sheet metal operations.

Now let's imagine that your salesman walks in the door with a hot lead for a job that needs a sharpened pencil for a good "get" price. Let's imagine, too, that the prints he carries to the estimator are for manufacture of parts and their assembly into a bread box.

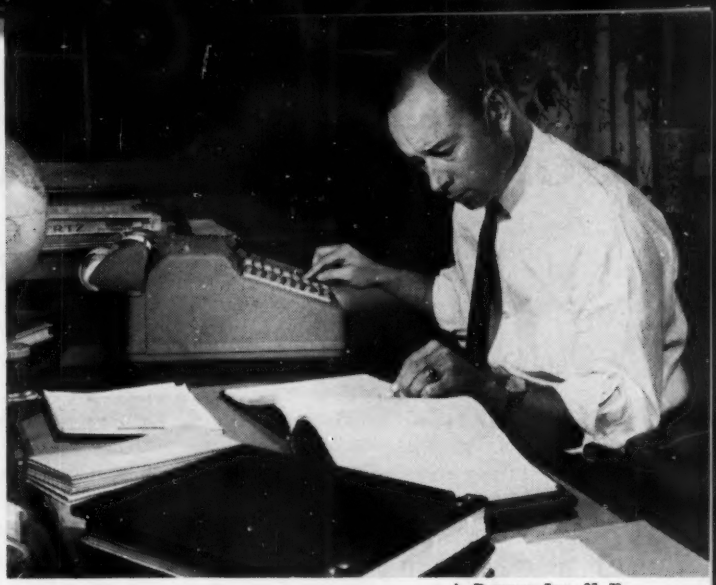
Assuming your estimator is capable, the result he comes up with is the production hours necessary *by department* (and this is important to calculated bidding) to produce the bread box.

By using the old hat method of establishing a selling price, the accounting department would apply a labor rate to the hours calculated by the estimator, apply an overall burden charge to this labor cost, and tack on a profit percentage. What's wrong with this method? Plenty!

Suppose that bread box could be produced in just three process steps: 1. Shear Dept.; 2. Press Dept. and 3. Assembly Dept. (Most bread boxes can). Your accounting has just loaded this estimate with a burden rate which includes the Heat Treat, Weld and Paint departments. In effect you have unrealistically priced your proposal, and quite probably will lose the order to a more "calculated" bid.

Calculated bidding has another important facet to fight competition. If your budget man has a complete grasp of all expense areas, it is entirely possible that you may want to make a price proposal to a customer at a calculated risk. This may mean that you will want to price a job at a figure which omits sales expense, or engineering expense. It is even possible that you may want to sub-contract a certain

The estimator must know current expenses, reduce them to a realistic figure and omit expenses which are not applicable to the job.



A. Devaney, Inc., N. Y.

portion of the machine work and do other portions with your own equipment. In such instances be prepared to lift out of the burden rate your equipment depreciation expense for such contracted work, or any material handling cost which is not realized by having this work done outside your own plant.

Calculated bidding can be summed up in simple terminology: know your expenses on a current basis; reduce your expenses to a realistic figure; be prepared to omit from consideration expenses not applicable to incoming work.

Your monthly operating statement will quickly tell you the amount of expense you are failing to recover in your sales income. Watch this *unabsorbed* amount carefully and plan ahead to recover these operating losses as quickly as you can. We all know that every company periodically obtains certain jobs that can stand additional expense cost. This is especially true in long term contract work where automation or internal efficiency has effectively licked the processing time of a product. Savings in direct labor can offset the expenses of calculated risk projects.

Finally, we must stress the importance of a budget man. He must be an integral part of the management team; he must be alerted to any contemplated changes, and finally he must have a say in every area which affects your operating cost.

Your budget man is a tool of management. He can wield a sharp scalpel for effective cost reduction. Keep this tool primed with a finely honed edge by providing an abrasive of intelligent operating information constantly flowing in his direction.

Some Faults to Avoid When Preparing

SEYMOUR ETKIN, Statistician, U. S. Census Bureau, Washington, D. C.

SOME STATISTICIANS and economists insist on cramming into a single *chart* all the details of a statistical *table*. Some persist in loading a chart with geometrical figures that clash like opposing soldiers on a battlefield. The result, in either case, is usually a monstrosity.

Others engaged in presenting statistical data via a graph fail to select the significant elements that make a chart attractive and instructive. They wind up with a meaningless chart. Misleading charts are difficult to spot, and it is even more difficult to pinpoint their cause. The inherent nature of the statistics seems to be the cause of the trouble.

The loom chart (Fig. 1) is an example of a monstrosity. It is cluttered

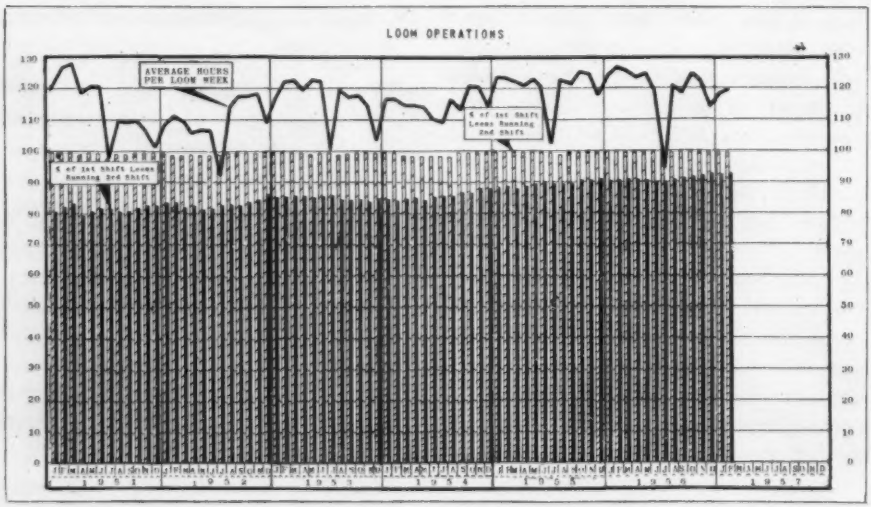


Fig. 1. A real monstrosity. Figs. 2A and 2B opposite were prepared from the same data.

Statistical Charts

with detail. One doesn't know where to look first, and after looking, one can't decide what he sees. Using the data from which this chart was prepared, it would have been better to have prepared two charts, (Figs. 2A and 2B).

Why do I think the suggested charts are better? The line showing average hours per loom per week is apparently highly erratic because of seasonal factors. By repositioning the lines (Fig. 2A) I have attempted to make the seasonal pattern stand out, and to emphasize the level changes between the years.

In the second chart (Fig. 2B) the number of bars is cut down appreciably from that contained in the original. In the first place, the cross-hatched bar (showing the "% of 1st shift looms running 2nd shift") is eliminated completely because the height of the bar is practically constant at 100% each month. The number of opaque bars

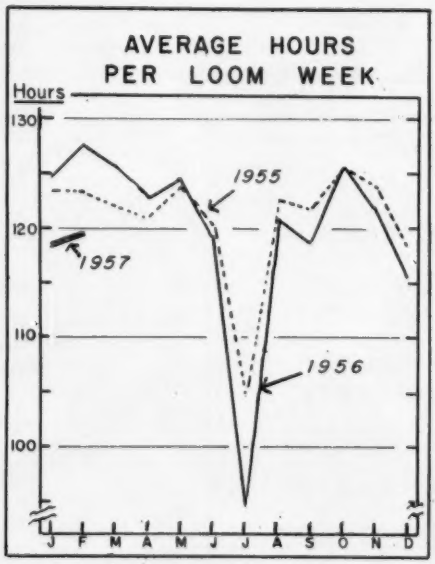


Fig. 2A

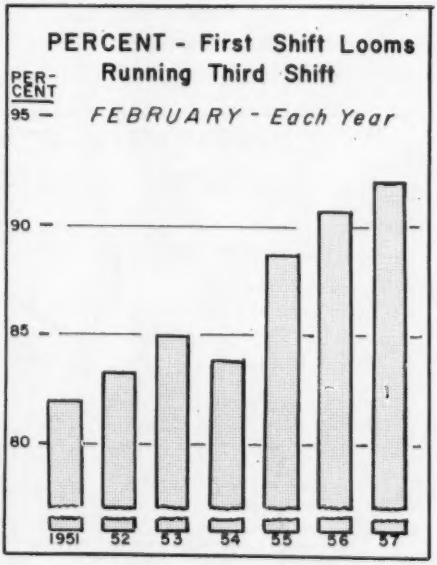


Fig. 2B

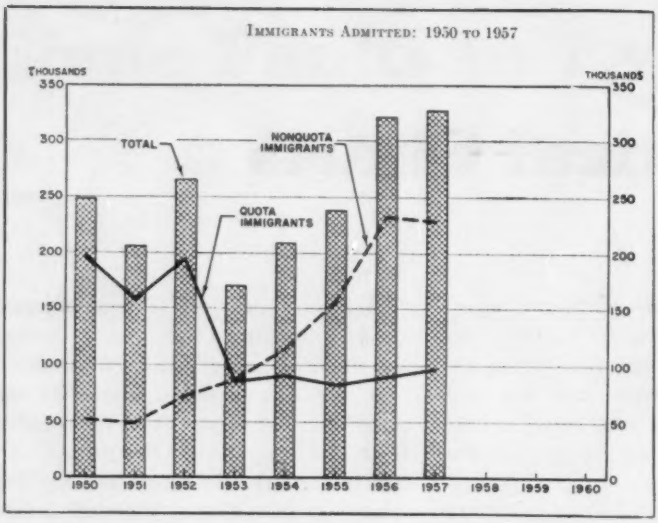


Fig. 3. An apparent clashing of lines and bars. (See Fig. 4 below.)

(showing the "% of 1st shift looms running 3rd shift") is reduced. I have extracted a particular month, February, and have shown year-to-year changes for that month.

Figure 3 is another example of a monstrosity. Here the cause is apparent—clashing lines and bars. The new chart (Fig. 4) was prepared from the same data but the picture should be clearer. Total immigration was somewhat indecisive during the years 1950 to 1953. Between 1953 and 1957 total immigration trend was upward.

"Quota" immigration followed the same trend as total immigration between

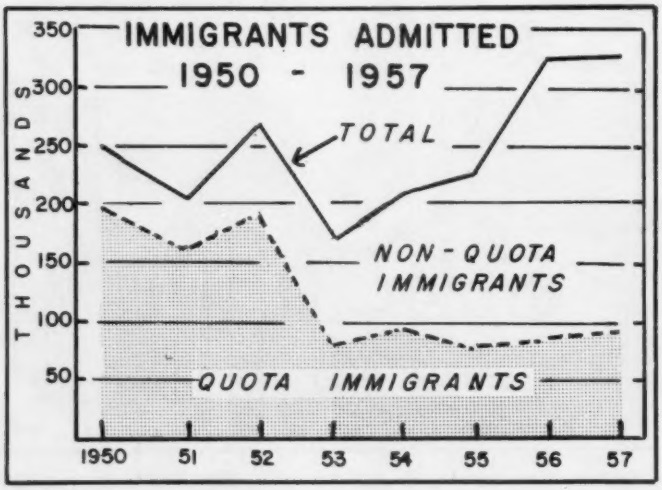


Fig. 4 Chart prepared by the author from the same data as Fig. 3.

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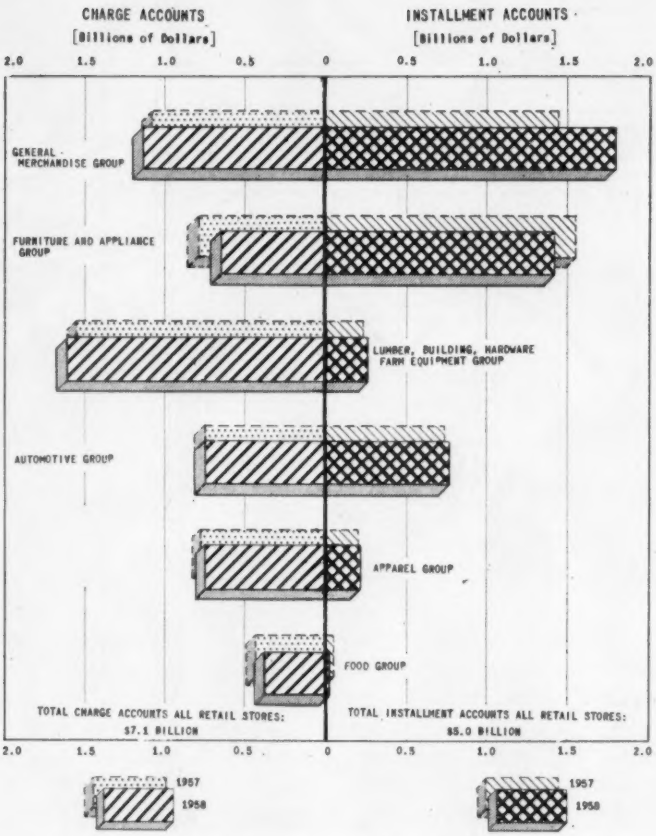

Fig. 5. A highly confusing chart.

1950 and 1953, *i.e.*, its proportion to the total remained constant. However, between 1953 and 1957 the proportion of "quota" immigration sharply decreased.

Figure 5 also can be classified as a monstrosity. Here an attempt was made to create a "third-dimensional effect" on paired bars in a horizontal direction. The result is disastrous. The first impression one gets is that one bar, representing 1957, is decidedly narrower than the other bar representing 1958. Only close and careful examination will reveal that the 1957 bar is the same width as the 1958 bar. Another weakness of this chart is the way "accounts receivable on charge accounts" is shown. Here the bar is extended to the left to indicate an *increase*. In a chart of this type, bars extended to the left usually indicate *decreases*, such as negative percentage changes, losses, etc.

Describing a chart as "meaningless" is a bit too harsh. *Somebody* will al-

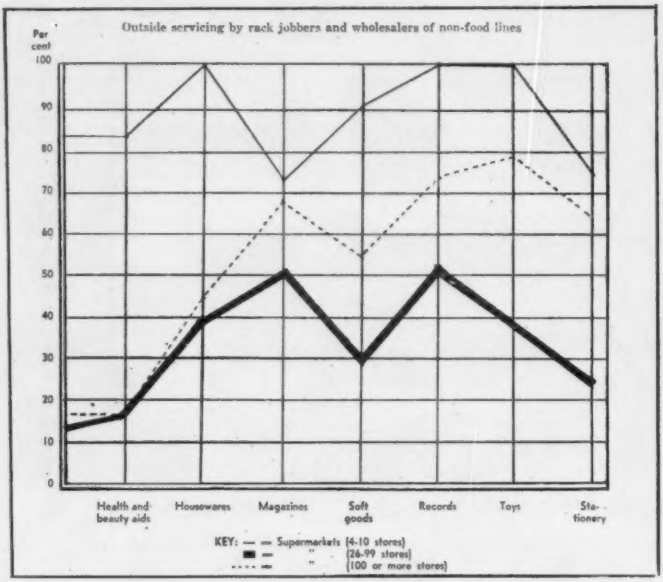

Fig. 6. A bar chart, rather than a line graph, would have been better here because there is not continuance of data between the points plotted.

most always find *something* of value in every chart. However, some graphs suffer in meaningfulness because of a "goof" in using a line instead of a bar. This may sound like an inconsequential error but take a look at figures 6 and 7.

In figure 6 a discontinuous or discrete series—health and beauty aids, housewares, magazine, etc.—has been plotted along the horizontal or "X" axis. The vertical or "Y" axis contains the percentage of total store servicing accounted for by rack jobbers. The points are connected by lines. There is no "connection," *i. e.*, no necessary relationship, between the percentages for housewares and for magazines. To put it another way, look at the heavy black line between housewares and magazines and visualize a point half way between them. What does such a point represent? Absolutely nothing. You can read the percentage as 45% at this point but what commodity does it apply to? Obviously, none.

A vertical bar chart would have been more appropriate for statistics of this type. This brings us to an important principal: if the data relate to a discontinuous series, use a bar chart. If the data describe a continuous series, a bar chart or a line chart may be used.

The upper lines in figure 7 contain the same fault found in figure 6. In figure 7, the lines connect points for each state. Since the states constitute a discrete or non-continuous series, the lines are meaningless. Here again, vertical bars should have been used. (This is exactly what the designer of the graph did in the bottom portion of the chart!)

Figure 8 is an example of a chart containing a misleading element. It

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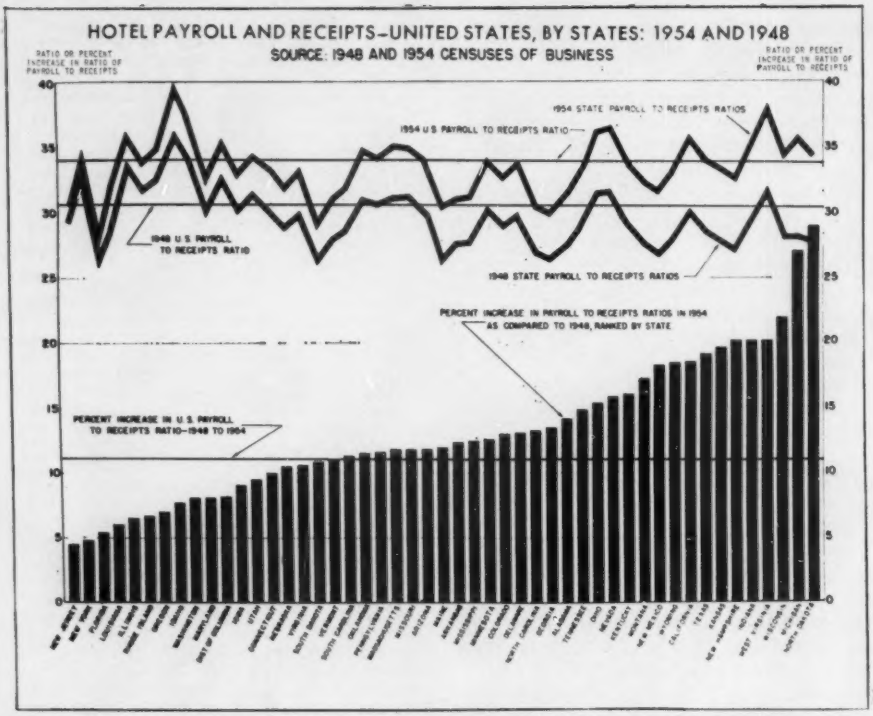

Fig. 7. Upper graph lines might better have been vertical bars (as at bottom) since they too relate to the states and not to a continuous series of data.

Fig. 8. This chart of business changes should have omitted business failures which is not a positive element.

shows percentage changes in some important economic indicators. One would assume that indicators showing positive changes, as those in the upper portion, are changes for the better. Conversely, minus changes represent worsening conditions. However, the top bar, showing the greatest positive change, represents business failures. A positive change for this indicator is an indication of *unfavorable* economic conditions. There appears to be no method of showing business failures inverted in a graph of this kind. Under these circumstances, the only solution is to exclude the line for business failures from the chart.

(Nothing in this article is to be interpreted as an official statement of the U.S. Dept. of Commerce.)

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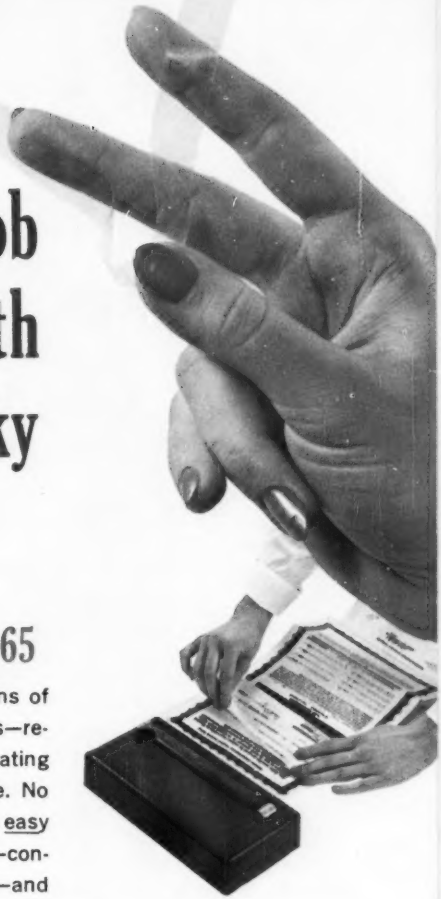

"SCOTCH" Double-Coated Tape #665

can save time and money in your office dozens of handy ways. Does any mounting job in seconds—requires no drying time. The secret? An adhesive coating on both sides, like a neat clean ribbon of glue. No spills, spots or wrinkles on important papers! So easy to use—there's no liner to remove. Long-lasting—convenient, too! Won't become brittle—stays pliable—and so thin it doesn't bulk up files.

Attach riders and endorsements—easily, mount displays—neatly, splice papers—securely.

Tape is a Tool—Choose the best tape for the job

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. . . WHERE RESEARCH IS THE KEY TO TOMORROW

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"SCOTCH" Brand Magic Mending Tape practically invisible!

Looks white on the roll, but when pressed down on paper it almost disappears. Its no-glare backing lets you read right through it. Won't ghost in copying machines.

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MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

We Don't Need a Complete Functional File to Control Our Forms

GEORGE BIEK, Supervisor, Forms Design & Control, General Foods Corp., White Plains, N. Y.

WHEN A GREAT MANY forms are used, it is highly improbable that the number of active forms can be reduced to a minimum unless you bring together all forms that perform the same function. But we do not believe it is necessary to have a comprehensive functional forms file containing all forms. It is possible to set up a limited forms file by assigning forms numbers which will bring together forms common to all departments, such as invoices, bills of lading, applications, purchase orders, etc. A good source for these classifications would be a stock forms catalog.

Classifying all forms functionally will undoubtedly provide a greater number of opportunities to combine forms, but the savings in the reduced number of forms might be considerably less than the cost to establish and maintain this file, compared to a limited functional file which would bring forms together automatically by their numbering. As orders are placed for printing, observation will indicate if it is justified to set up the comprehensive file of all forms. Forms which have items preprinted can be omitted because they obviously cannot be combined with other forms unless the others have the same items listed. Also omit such general use forms as bills of lading, invoices, interoffice memos, etc., which can be assembled by using numbers in the same series with suffixes to distinguish one from the other. If, after you have eliminated these items, a large number of forms remain outside these categories, then a functional file is indicated, but there is still no guarantee that it will prove economical.

On the other hand, you may have too many general purpose forms. To keep the number of active forms at a minimum, your clerks may be writing items which could be preprinted. The cost of the form is small compared to the clerical cost each time the form is used.

When you combine forms containing items that are not universally filled in, you must instruct people as to which

PAYROLL CHANGE VOUCHER

NAME	LAST	FIRST	MID. INIT.	EMPLOYE P/R NO.	DATE	OFFICE

EMPLOYMENT (X)				MARITAL STATUS (X)					F.L.S.A. STATUS (X)		CLASSIFICATION	EFFECTIVE DATE
NEW	REEMPL.	REG.	CASUAL	S	M	D	W	SEP.	EXEMPT	NON-EXEMPT		

SALARY				PHYSICAL RATING	HEADQUARTERS	D. R. or/I. IN TERRITORY	EMPLOYE RECORD CARD (X)
RANGE		DATE	PER				
FROM $	TO $	$					

HOME ADDRESS	OWN (X)	RENT (X)	DATE OF BIRTH	SOC. SEC. ACC'T. NO.	REF. CK. (X)	Bond Apl. (X)

CLASSIFICATION AND/OR SALARY CHANGE

	CLASSIFICATION	RANGE	RATE	TYPE INC. (X)	EFFECTIVE DATE	F. L. S. A. (X)	
						EXEMPT	NON-EXEMPT
FROM		$ TO $	$ PER	M P O			
TO		$ TO $	$ PER				

TWO PREVIOUS INCREASES

MERIT (X)	PROMOTIONAL (X)	OTHER (X)	AMOUNT	EFFECTIVE DATE
			$ PER	
			$ PER	

TRANSFER AND/OR ADDRESS CHANGE

(Including Headquarters or Territory Change)

	CLASSIFICATION	OFFICE	C/R NO.	HEADQUARTERS	D. R. or/I. IN TERRITORY	EFF. DATE
FROM						
TO						

NEW HOME ADDRESS	OWN (X)	RENT (X)

LEAVE OF ABSENCE

MILITARY (X)		OTHER (X)	INCLUSIVE DATES	DATE OF RETURN FROM LEAVE
	LEAVE PAY GRANTED IF ELIGIBLE		FROM TO	

SEPARATION OF SERVICES

DATE	TYPE (X)	NOTICE (X) ADVANCE	NOTICE (X) NONE	PAY IN LIEU OF: (X) NOTICE	PAY IN LIEU OF: (X) VACATION	CHARACTER OF SERVICE (X)	MORE THAN SATIS.	SATISFACTORY	UNSATISFACTORY
SEPARATION	RESIGNED								
	DISCHARGED					WORK			
LAST VACATION	TERMINATED					CONDUCT			
	RETIRED					ABILITY			
	DECEASED					ATTENDANCE			

DUE FROM EMPLOYE	AMOUNT	HOW SETTLED
TRUST FUND CARRIED		
ACCOUNTS RECEIVABLE		
NOTES RECEIVABLE		

FULL EXPLANATION FOR CHANGES RECORDED ABOVE:

Recommended By		*Approved By*		*Reviewed By*	
Approved By	DATE		DATE	*Recorded By* PERSONNEL	DATE
	DATE		DATE	PAYROLL - PERSONNEL	DATE

Fig. 1.

items they are to fill in, to prevent unnecessary work. We combined the following on our payroll change voucher (Fig. 1): new employee notice; change in classification and/or pay rate; transfer and/or address change; separation of services; change in personal data.

To make certain that unnecessary work would not be performed, our sales department prepared a chart (Fig.

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And Webster offers you a variety of other high quality duplicating supplies: *typewriter ribbons* in cotton, nylon and silk for all typewriter makes; *office machine ribbons* for most types of adding, accounting, tabulating and addressing machines; *carbon paper rolls, spirit duplicating papers and master units.*

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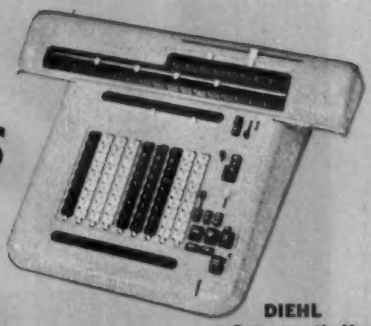

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○ Send full information immediately!

○ Have representative call to arrange free demonstration.

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Address_____

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For More Information Circle No. 281

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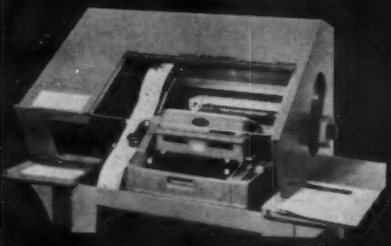
by

Gates ACOUSTINET

DESIGNED BY YOU



NEW•MODERN•FUNCTIONAL

An office manager out west requested more area for copy placement—a southern office expressed a need for more shelf area—an operator petitioned for easy insertion of input material—and so the ideas flowed forth, and from them came The All New 62 Gates Acoustinet—designed by you to be used by you.

It effectively answers all the needs of those who need it. Oh yes—don't overlook its primary function to

SNUFF OUT OFFICE MACHINE NOISES . . . UP TO 75%

A Gates Acoustinet does this well —providing a more pleasant place for you to work.

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GATES ACOUSTINET, INC.

P.O. Box 91-11B, Buffalo 23, New York

For More Information Circle No. 321

2) to show what items should be filled in on the combined form for the various types of changes. While the combination was a good thing, the savings were not as great as expected.

There are two methods of combining forms: laterally and vertically. Lateral combination is for forms which serve the same or similar function. The functional file brings together forms which perform the same function. You still use the same number of pieces of paper as before, but you reduce the amount of work to obtain the form, pay lower prices due to longer press runs and have smaller overall forms inventories.

The real saving is gained from combining forms vertically. A functional file does not necessarily indicate these possibilities. Vertical combination means combining succeeding forms to eliminate typing. For example, we combined invoice, drop shipment and bill of lading forms. A methods study showed that information on each succeeding form was copied almost exactly and each succeeding typing had to be checked for errors. By modifying each form, we put the items in the same relative position on the combined form for one typing and checking operation.

This combination does not limit itself to typing all copies at one time as with snapout or continuous forms. There are other means to accomplish the same ends, *e.g.* one typing can put the same information on different forms without having to retype and proofread each one. An example is to type a paper offset plate or hectograph master and use different preprinted forms. Another method is to use punched cards on tabulators to strike-in different

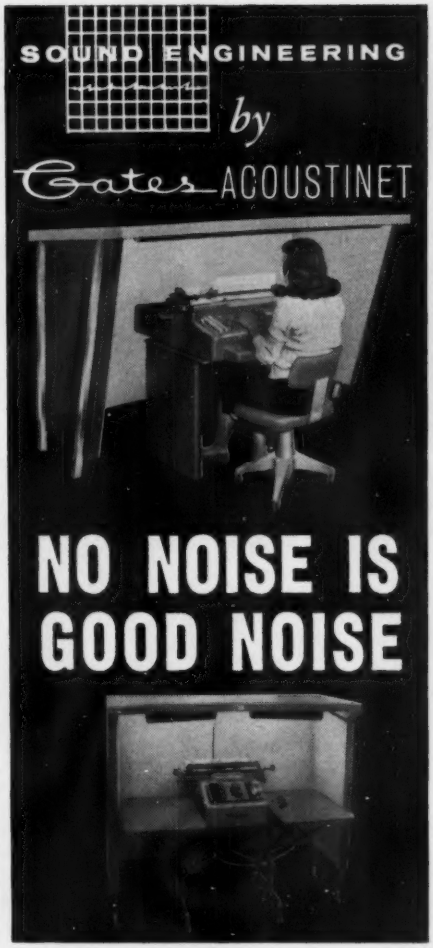
forms. There are other means of duplication but the ones mentioned are most common.

Time and money is lost also in typing and proofreading reports. Multiple copies of reports can be made mechanically from penciled worksheets. If 20 copies or less are needed, the report form can be run through a copying machine. For a larger quantity, the figures can be written on a hectograph stencil or paper master for offset. If the figures are legible enough for a typist to read, they should be satisfactory for any who may have to read the report.

Too often a form man's efficiency is judged by how many forms he eliminates or combines. This is not always a true barometer. We once used over a half-million stock bills of lading annually; today we use fewer than 15,000. Almost all our B/L forms now contain preprinted lines with the correct freight classification, names of products, rate agreement numbers, division name and address. (There is a $1.50 charge by warehouses, not company-owned, to prepare each B/L if the above information is not supplied on the form.)

The best means of eliminating forms is by standardizing procedures through methods studies. We standardized our purchase order forms, yet some divisions require an original and two copies, while others require five, six, seven and up to ten copies. It is difficult to change this in a large company because decentralization gives local managements considerable latitude.

I do not believe there is the same urgency today to eliminate and combine



Get the good news from Gates now—Write and find out how a Gates Acoustinet can up your office efficiency, by controlling undesirable office machine noise. Check the Gates line of custom console models designed specifically for accounting and bookkeeping machines — National Cash — Burroughs, Addressograph and Multigraph. Handsome appearing, complete with indirect fluorescent lighting and easily moved about, Gates Acoustinet, console models will reduce noise up to 50%.

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ETYPE

Communications versatility at your fingertips

With Teletype Model 28 printers your messages and data can be sent quickly and economically to any destination, near or far. But this is only part of the story—these printers offer an array of optional features that can multiply the usefulness and versatility of your communications system, save you important time and effort. Here are examples:

- Pin-feed platen for controlling multi-copy business forms.
- Choice of platen widths to accommodate almost any size form or message paper.
- Vertical as well as horizontal tabulators.
- Automatic form feed-out—spaces out completed form with one key stroke, brings next form to starting position.
- Variety of type styles and sizes.
- Parallel-wire arrangement for business machine print-out.
- Built-in sequence selector for controlling remote equipment.
- Adaptable for DATA-PHONE and telegraphic communications services.

Teletype equipment is manufactured for the Bell System and others who require the utmost reliability from their data communications systems. For further information write to Teletype Corporation, Dept. 37L, 5555 Touhy Avenue, Skokie, Illinois.

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For More Information Circle No. 445

"let's blow up the ball and see if it bounces"

Ad Agency jargon that advises a close-up look at a new idea. A tip you might remember when paper's in the picture. The successful outcome of an important printing job hinges on smart selection... the paper you put to work must meet all the qualifications necessary for top level performance.

Get that "extra bounce", get Fraser printing papers...

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it's a Fraser Paper

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SALES OFFICES: NEW YORK, CHICAGO ■ MILLS: MADAWASKA, MAINE

For More Information Circle No. 339

N.Y. 51742 6-51
PRINTED IN U.S.A.

PAYROLL CHANGE VOUCHER CHECK LIST
(White space denotes information required)

NO. COPIES TO BE PREPARED															
	* VOUCHERS REQUIRING: D/M APPROVAL	2	2	2	2	3	2	3	2	2	2	2	2	2	2
	** R/M APPROVAL	3	3	3	3	4	3	4	3	2	2	3	3	3	3
	G/M APPROVAL	4	4	4	4	5	4	5	4	3	3	4	4	4	4

INFORMATION REQUIRED ON EACH TYPE OF VOUCHER	NEW OR RE-EMP.	CHANGE OF										SEPARATION			
		SALARY			CLASS'N		HEADQUARTERS		ADDRESS	MARIT. STATUS OR DEP.	LEAVE OF ABS.	RE-SIGN	DISCH.	TERM.	RET. OR DEATH
		MERIT	PROM.	OTHER	INTER DIST	INTRA DIST.	INTER DIST.	INTRA DIST.							
Date Voucher Prepared															
Full Name - District Office Name															
Type of Employment (2)															
Class'n-Effective Date-Marital Status or Dep.															
Dependents - Children and/or Others ***															
Salary Range and Rate - Physical Rating															
Educational History ***															
Headquarters' Point & D/R Territory															
Home Address - Own or Rent															
Date of Birth - S.S. Account No.															
Reference Check (Salesmen Only)															
Bond Application (Salesmen & Cashier)															
Class'n-Present Range and Salary-Date Eff.															
Class'n-New Range and Salary-Date Eff.															
Type of Increase															
Transfer from Class'n, District, Hdq. & Terr.									****						
Transfer to Class'n, District, Hdq. & Terr.															
Center of Responsibility															
Date Effective - Home Address															
D/R Mailing Address															
D/R Freight/Express Address															
Leave of Absence Incl. Dates or Return															
Effective Date of Separation															
Reason for Separation															
Notice Given before Separation															
Character of Service															
Date of Last Vacation and Pay in Lieu of															
Pay in Lieu of Notice															
Trust Fund - How Settled															
Accounts Receivable - How Settled															
Notes Receivable - How Settled															
Full Explanation															
Authority for Headquarters Point - Salesmen															
Date of Last M/R & M/R-S/M & I/R															
ATTACHMENTS															
Employment Application (PTS show on card)															
Employ. Appl. - Clerk trans. to Salesman															
Bond App. - S/M, Cashier &Cred. Off. Clks.															
Bond App. - Clk. Trans. to S/M or Cashier															
Separation Int. Report															
Personnel Records - Resume															
Employe Record Card 992-C															
SIGNATURE REQUIRED FOR EACH EMPLOYE CLASSIFICATION	SEE OPERATING MANUAL NO. 62, PART 2.														

* *Also vouchers requiring RM approval for region office employes.*
** *Also vouchers requiring GM approval for region office employes.*
*** *This information should be shown on Employe Record Card.*
**** *On change of address - Show classification only.*

Fig. 2.

forms that there was years ago when forms were more expensive to print. Whenever we come across instances where a clerk types lines on a report each month, we draw a form to simplify this task. Forms of this type are never stored in a stockroom. The plate is returned to the user to eliminate any follow-up.

There are a few occasions when a

SYNTRON

VIBRATORY BUSINESS FORM JOGGERS

Do all your paper jogging jobs faster, easier—

Increase office efficiency, stop waste. Checks, business forms, invoices, mail and many other jobs can be quickly aligned for easier handling. The electro-magnetic drive unit delivers 3600 vibrations per minute—enough to align most paper stock. Simplicity of design assures long, trouble-free operation with low maintenance.

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SYNTRON

SYNTRON COMPANY
715 Lexington Avenue
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For More Information Circle No. 240

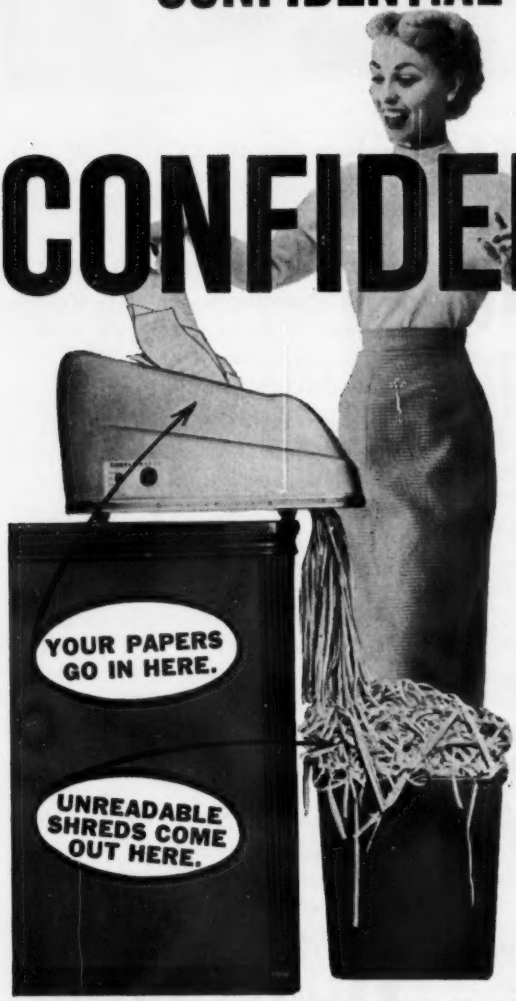
functional file is a help, when someone asks if there is a certain type of form in existence. This is solved by calling some of the nearby divisions. If they have one, we ask for the form number. When we weigh all the factors pro and con, we are convinced that the cost of setting-up and maintaining a functional forms file at General Foods would far exceed any benefits we might get by having one.

The manner in which our forms control section maintains its master forms file may be of interest. We use various colors of Scotch tape on the tabs of the file folders. Red tape designates a form that is stored in our headquarters office stockroom, and white tape means the form is stored at our central supply stores in Kankakee. Blue tape is used to indicate that a form is on contract with one particular supplier and should not be ordered from a different printer. These signals, which can be easily removed or changed, save time when reviewing forms. It is possible to have all three tape signals, or any combination of them, on a single tab. Signals do not interfere with forms numbers on the tabs.

We use five-position folders in our master forms file. The tab position is determined by the last digit in the number of each form, *e.g.*, tabs in the first position are for numbers ending in 1 or 6; second position tabs are for 2 or 7, etc., with the fifth position tab for numbers ending in 5 or 0. This simple device has helped tremendously in locating a misfiled folder. It also makes it easier to find any folder in the file since we need look at only the tabs in one of the five positions.

NEVER BEFORE SO SAFE, SO SURE A WAY TO KEEP CONFIDENTIAL PAPERS—

CONFIDENTIAL



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For More Information Circle No. 304

PLAIN TALK ABOUT CUTTING BUSINESS COSTS

MOST BUSINESSMEN are concerned right now with cutting costs. And they know this: Some costs *can* be cut, and some cannot. We propose here to talk about costs that can be cut quickly and easily. Communication is a matter of great expense to practically every business, and a Dictaphone TIME-MASTER® dictating machine system can reduce this greatly and almost immediately. A point worth making here is that the installation of Dictaphone equipment means that you accomplish more with the same people, which means you don't have to add or replace personnel.

Essential facts about the Dictaphone TIME-MASTER:

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2. It is distinguished by the red Dictabelt® record on which you can *see* your dictation on visible tone grooves. Dictabelt gives you confidence with "The sound you can see."

3. A Dictabelt costs only 4¢, accommodates 10 average business letters. Use it *once*, throw it away, mail it or file it. No rehandling.

4. The TIME-MASTER is easy to operate. Four thumb buttons control the whole operation. If you have a thumb, you can learn to use this machine in a half-hour, even if you can't change a typewriter ribbon!

This modern automatic dictation system is one answer to the squeeze on profits because it saves so much time, effort and money, at so little cost.

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Dictaphone®
CORPORATION

Dictaphone Corp., 730 Third Ave., N.Y. 17, N.Y.

For More Information Circle No. 216

Technological Changes in Ribbons and Carbons

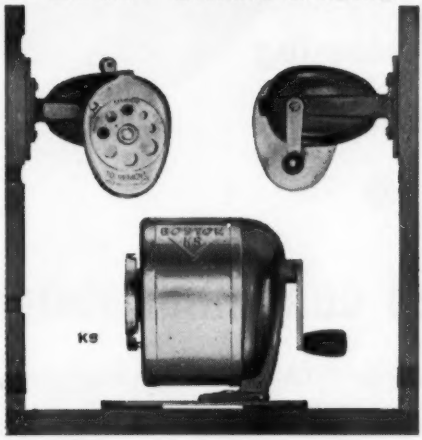
JOHN D. EDWARDS, Vice President—Sales,
Columbia Ribbon & Carbon Mfg. Co., Glen Cove, N. Y.

TYPEWRITER ribbon and carbon paper used in the 1961 office have essentially the same functions and appearance as they did 20 years ago, but there the resemblance ends.

The inherent quality and performance capability of today's products have very little in common with those of 1940. Not only has there been a vast improvement in these factors, but there also is a much wider choice in the selection of just the "right" ribbon or carbon for the specific requirement.

Because of the big swing to automation and the corresponding technological advances in business machines, there has developed a need for speed, and ever more speed, in data processing techniques. Typed or copied matter must not be merely legible and utilitarian; it must reflect the company's investment in costly machines and skilled operators. The business supply industry therefore has had to meet both the exacting performance requirements of new, high-

BOSTON®
PENCIL SHARPENERS



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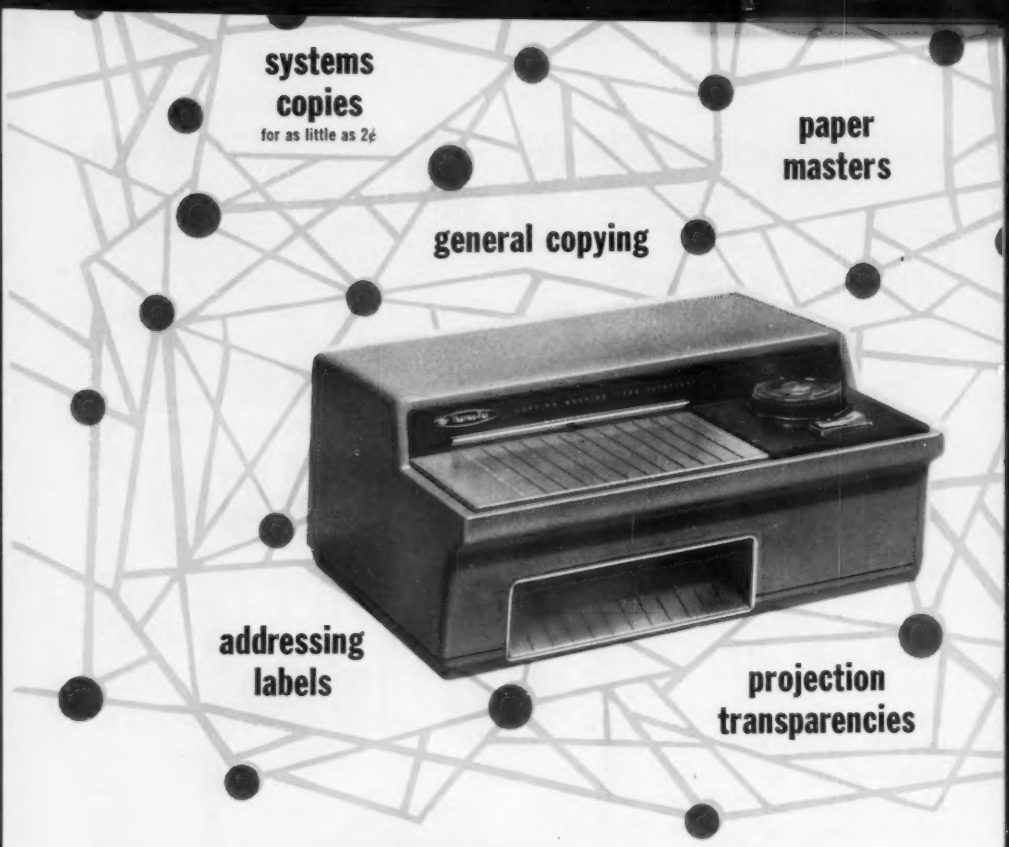

Speed communications with the one

The versatile "Thermo-Fax" Copying Machine speeds business communications. Compact and inexpensive, it can be placed wherever copies are needed. All electric, anyone can operate it. And it is *fast*—making sharp, clear copies on bond-weight white paper of almost anything printed or written in just 4 seconds!

And, the versatility of the "Thermo-Fax" Business Machine doesn't stop there. It makes the "short note reply" possible—now you can answer a letter with a marginal note, keep the original and send a copy to the writer. It also addresses gummed, perforated labels and laminates important papers for lasting beauty and protection.

The "specialists in business communications" reputation of the 3M Company stems from years of research in communications problems in major industries. Many 3M problem-solving recommendations are in booklet form and available on request.

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Title _____

Firm _____

Address _____

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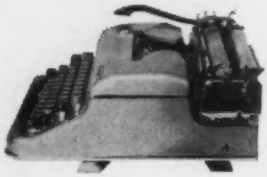
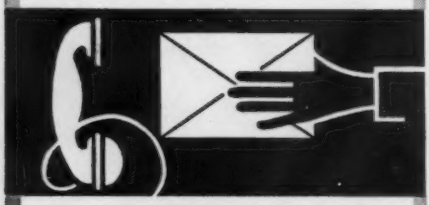
Thermo-Fax® BRAND
COPYING MACHINES

For More Information Circle No. 447



Torpedo 18

Preferred by all because of its reliability, attractive design and unexcelled number of operating features



Torpedo

DYNACORD

the new office typewriter with basic new features and modern styling and finish in perfect harmony

Dealer Distributorships open

Torpedo Büromaschinen Werke AG
Frankfurt/M.-Roedelheim
Founded 1896 Western Germany

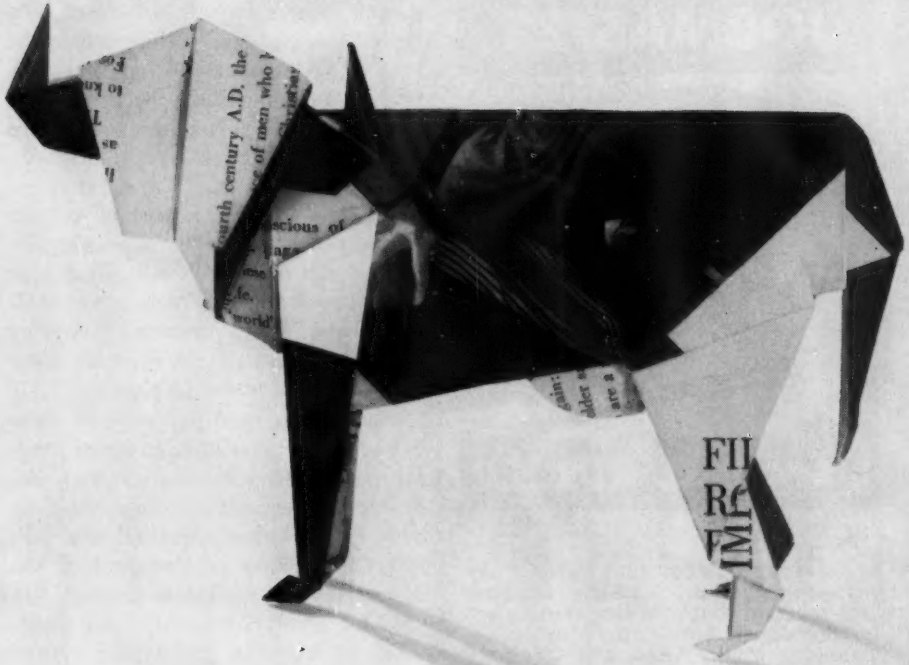
For More Information Circle No. 282

speed business equipment and satisfy the demands of the appearance-conscious customer.

In order to print data, make copies and process data, the ribbons and carbons must perform as well as the machines themselves. Although the relative sale price of supply items is small when compared to the machines which use them, (for example, a silk ribbon for a giant Univac sells for about $250 and the machine rents for $3000 a day), they are researched and tested as carefully as the machines.

As automation in offices increases, the basic image-making products, ribbons and carbons, will continue to do essentially the same job they are doing today, but under new and changing conditions. For example, "gauze type" silk is tough, long-wearing, gives a sharp, clean image and has superior recuperative powers. Though many new synthetic fabric ribbons have been introduced in recent years, the silk gauze ribbon retains, except for highly specialized needs, its position as the best "all purpose" fabric ribbon.

Carbon-paper and film-base ribbons have experienced a big upsurge in popularity. As the sales of electric typewriters grew, research on supply items resulted in greatly improved film-base ribbons. For instance, a polyester film-base ribbon, introduced in 1959, and a polyethylene film-base ribbon, introduced in 1960, solved the problem of carbon ribbon breakage, flaking and smudging. This type of ribbon can also produce near-perfect originals for a wide variety of popular duplicating and copying processes: direct image, photo composition, offset plates, thermo-



There once was a sacred cow among users of printing papers.

It said that only a heavy paper was bright and opaque enough for fine printing and duplicating. Then Olin developed a new concept in papers, called Waylite. It's a lightweight stock with extreme whiteness and great strength, as opaque as many papers twice its weight, and you can print on both sides of it. Ideal for price lists, mailing pieces, inserts and bulletins, it can cut postage in half and reduce bulk and weight of printed material. Ask your Olin fine paper merchant about Waylite offset duplicating papers, or write to us. See Waylite; you'll agree that it's turned one more sacred cow out to pasture.

PACKAGING DIVISION **Olin**

ECUSTA PAPER OPERATIONS, PISGAH FOREST, N.C.

For More Information Circle No. 269

Cincinnati JOBMASTER

with New BELL RINGER

Now, a low cost time clock for payroll recording and job costing, equipped with program control to ring starting and quitting signals. Heavy duty construction, simplicity of operation and Cincinnati quality combine to provide years of accurate, dependable service.

The program control, time indicator and printing mechanism are all driven by the same heavy duty motor, providing accurate synchronization of all functions, assuring error-free coordination and accuracy.

Write today, for complete details of what the "Jobmaster" can do for you, and the name of your local representative.

Dealerships available in some locations.

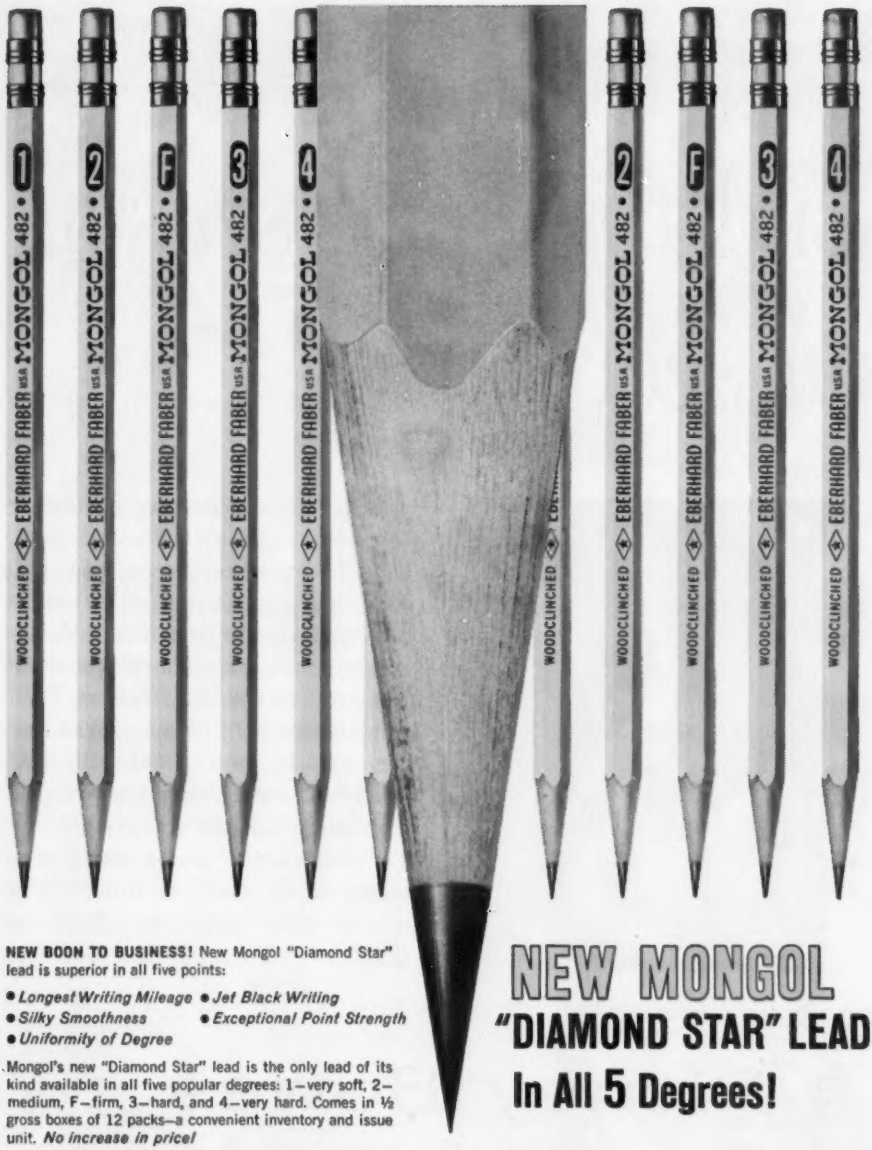
THE Cincinnati
TIME RECORDER CO.
1733 CENTRAL AVE.
CINCINNATI 14, OHIO
(Since 1896)

For More Information Circle No. 230

graphic, photo-reflex, whiteprint or spirit process masters.

These ribbons and the less expensive carbon-paper ribbons can be used only once. However, recent research in the field of ink formulation indicates that, before too long, it will be possible to produce a film ribbon which will have multiple usability as have fabric ribbons. This is due chiefly to the development of solvent coated carbon, a combination of honeycombs of plastic permeated with liquid ink possessing high recuperative powers which, when combined with films, produces a copying sheet that outwears the ordinary combination of carbon and paper.

Carbons as well as ribbons have shared in the limelight focused on product performance by the exacting demands of modern office equipment. The most recent development (Plastisol F-100 Copy Film) is composed of the solvent coating applied to a tough film base for greater durability, and cleanliness in handling and typing. However, the use of present types of carbon paper for making multiple copies will diminish and, in fact, already has. Economics has dictated this trend to some extent. Modern intermediate methods of duplicating and reproduction make it quite feasible, and often less expensive especially in employees' time, to produce a few or a quantity of copies mechanically. That is why ribbons have been developed to prepare originals for the various popular copying processes. Since manufacturers also have been called upon to develop ribbons and carbons for use in spacecraft, the work of the office employee on the ground will further benefit.



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- *Longest Writing Mileage*
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- *Silky Smoothness*
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- *Uniformity of Degree*

Mongol's new "Diamond Star" lead is the only lead of its kind available in all five popular degrees: 1—very soft, 2—medium, F—firm, 3—hard, and 4—very hard. Comes in ½ gross boxes of 12 packs—a convenient inventory and issue unit. *No increase in price!*

See your nearest stationery supplier for Mongol pencils with new "Diamond Star" lead by EBERHARD FABER—your one source of supply for all writing needs.

NEW MONGOL "DIAMOND STAR" LEAD In All 5 Degrees!

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puts its Quality in writing

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For More Information Circle No. 209

End the open season on secretaries!

"Used to happen several times a year! Billing would be a little late. Sales had to issue a new price list. Advertising burst out with another breath-taker. Or our Pres. had a special communique for stockholders. The mailings would fall behind. Then some morning all the secretaries and stenos in the joint would be drafted to fold and stuff things into envelopes. This sure made for low morale!

"Well, when the Pitney-Bowes man told me about the little folding and inserting gizmo they have, he didn't have to sell me, just show me.

Pitney-Bowes
FOLDERS & INSERTERS

Made by the originator of the postage meter . . . 149 offices in the U. S. and Canada, with nationwide service coast to coast.

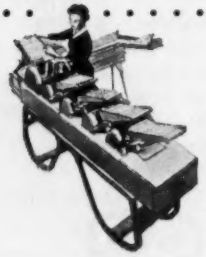
Now the gal who's our worst speller can knock off a mailing in just an afternoon in her spare time."

Folding and stuffing by hand are too slow, take too long, cost too much – to be done by your regular office staff. Temporary workers are hard to get and hard to supervise.

If you mail monthly statements, checks, periodic bulletins, quarterly dividends, or occasional mailings, you'll find Pitney-Bowes' Model 3300-FH invaluable. It works faster and cheaper than people – folds and stuffs up to 500 pieces in eight minutes. A double detector prevents skipping or double insertions. Takes little space, is easy to set, and can be run by anybody. The inserter unit can be used separately, or with any Pitney-Bowes folder.

The 3300-FH will help you avoid office emergencies, borrowing people, work interruptions, hiring outsiders, and overtime. Adds increased output for any office. Soon pays for itself, even in a small office! Ask any PB office for details. Or send coupon for free booklet and case studies.

FREE: *Handy desk or wall chart of latest postal rates, with parcel post map and zone finder.*



The larger 3100 Inserter, with postage meter, can stuff as many as six enclosures at once, then stamp and seal the envelopes at speeds up to 6,000 an hour.

PITNEY-BOWES, INC.
3452 Crosby St., Stamford, Conn.

Send free ☐ illustrated booklet and "case studies" on PB Folding and Inserting Machines; ☐ Postal Rate Chart.

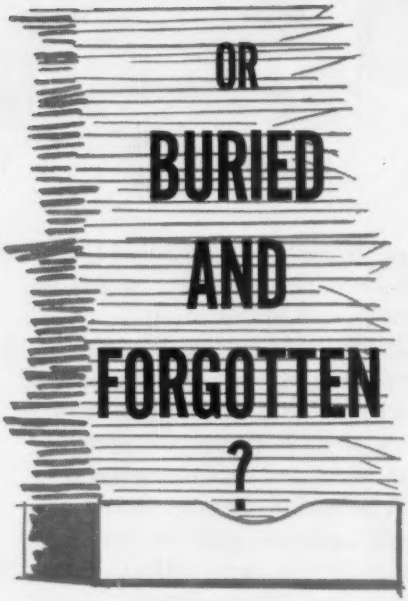
Name _____

Address _____

For More Information Circle No. 451

ON TOP . . .

The first impression a letter makes on a customer or prospect determines its position in the pile . . . on top, or buried and forgotten. To make sure your company correspondence stays on top for decisions that mean action, ask your printer or paper merchant about new Parsons King Cotton Bonds, the prestige papers for business. Let your printer know your needs . . . time correspondence should last, prestige impression desired, corporate watermark importance, design and color requirements. You name it and your printer can supply the answer to keep your company on top with new styles, new whites and new King Cotton Bond Papers by Parsons.



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PARSONS BOND ●	100%
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PARSONS PAPER DIVISION HOLYOKE, MASSACHUSETTS

NVF

For More Information Circle No. 444

Right or WRONG in Employee Relations

A ROUND-UP of day to day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

May Employees Decide Whether Overtime Is Necessary?

What Happened:

One morning the employees read this notice on the bulletin board:

"Starting tomorrow and continuing for one week, this department will work 10 hours a day."

A group of men approached their supervisor to ask why. "I just came from a management meeting," the supervisor said, "and the front office wants to make a good showing for the board of directors next week. So we need to get out all the orders before the close of the second quarter."

Irritated by the response, the men said: "We don't see why we have to put ourselves out by working overtime just to make management look good. Overtime is for emergencies. This is no emergency. Before we say yes, we'd like to get some advice." A few hours later they returned. "We're not working that overtime. The union's lawyer said that management can't force us to work overtime unless there was a good business reason."

The next day, when four of the employees clocked out after eight hours, they were given a five-day layoff. When the dispute came to arbitration, the company had a short defense:

"We have a right to make our own decisions on work schedules. And we don't have to justify overtime. As long as we are willing to pay time-and-a-half, the employees have no cause to refuse unless they show a better reason than they gave."

The workers defended their actions:

1. We refused on advice of counsel. We can't be disciplined because we did what our lawyer told us to do.

2. Sure management has a right to schedule overtime—but it must be for

something reasonable. Just to "look good for a board of directors meeting" is no reason to impose on us. We feel management is abusing its right to manage.

Were the Employees:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR ELMER E. HILPERT (CHAIRMAN) RULED: "It is well established that a company may require its employees, upon adequate notice, to work overtime in reasonable amounts—on pain of disciplinary action if they refuse. The determination to work overtime rests in the 'sound discretion of management.' Although the workers may not agree with the company's reasons for scheduling overtime, the decision is management's to make. Moreover, the employees cannot bypass the grievance machinery by following the advice of the union lawyer. The grievance is denied."

Can Management Enforce a Blanket Rule on Garnishees?

What Happened:

Manuel Kay worked over five years for his company. He was pretty heavily in debt, and when he fell behind in payments, one of his creditors secured a judgment against him and his wages were garnisheed. A few months later, another garnishee was served on the company for Manuel. Management had a rule: three garnishees—discharge.

When Manuel got wind that a third garnishee was about to be served on his boss, he went into bankruptcy. Meanwhile, a creditor who did not know that the worker had filed for bankruptcy slapped the third attachment on his wages. Kay was fired, and he asked for his job back.

The company argued:

1. Processing garnishees is costly in time and money.

2. An employee who can't manage his own financial affairs is a deadbeat. We don't want such people here.

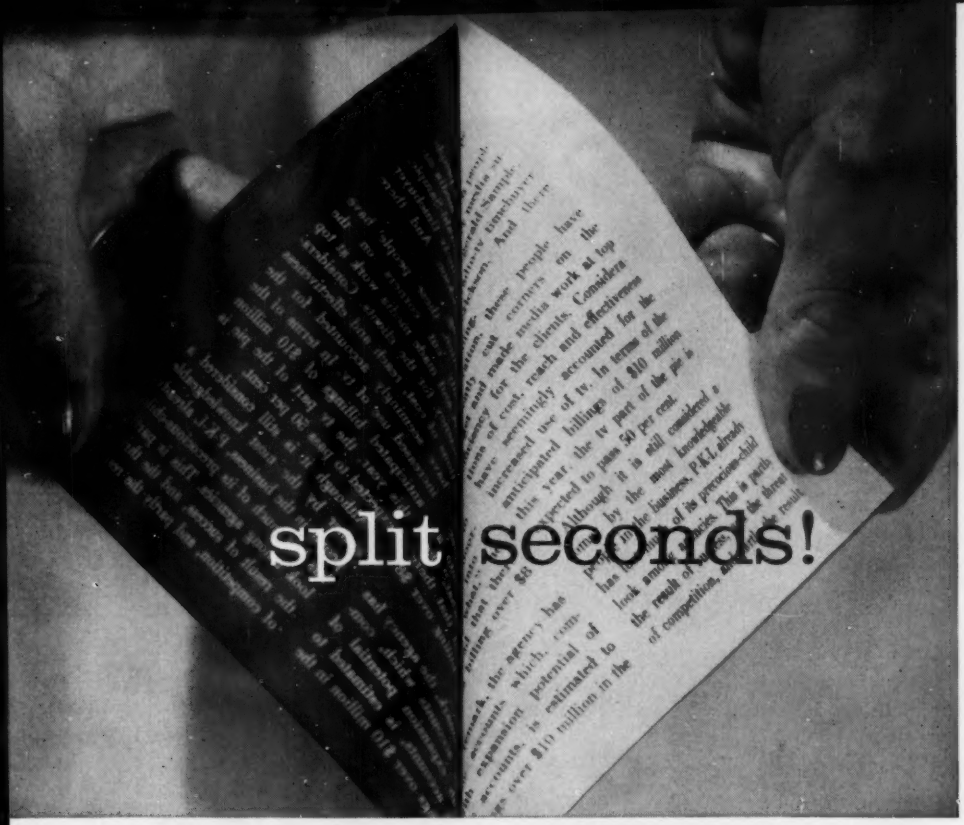
3. Even if the third garnishment was not technically legal because the worker was in bankruptcy, it's not our job to check and investigate every attachment.

The worker's story was that he couldn't be fired because there were only two bona fide garnishees against him. His bankruptcy was his own business and could not count against him.

Was Manuel:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR HARRY SELIGSON RULED: "An employee gets into debt. His creditors serve two writs of garnishment upon his employer. Realizing that if a third writ is served he may lose his job, the employee turns to the relief provided by bankruptcy. As a bankrupt, the balance of his debts are wiped out, barring a showing of fraud. He has done everything possible to prevent his employer from receiving a third garnishee. It should be clear that rules cannot be



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For More Information Circle No. 301

unreasonably rigid in application. An employee has a right to believe that discharge will be only for just cause. This assumes an obligation on the part of the company to determine each case on its individual merits and take appropriate action that will be equally fair to the employees and to the company. The grievant is to be reinstated with back pay."

Can Management Make a Worker See a Psychiatrist?

What Happened:

Jack B. was a good worker. He received a promotion after two years on the job. A year later he was advanced again, this time to a job in which he had no previous experience. After some time in this new work his supervisor began to express dissatisfaction, and took his problem to personnel. He not only complained about the employee's work but his "strange behavior."

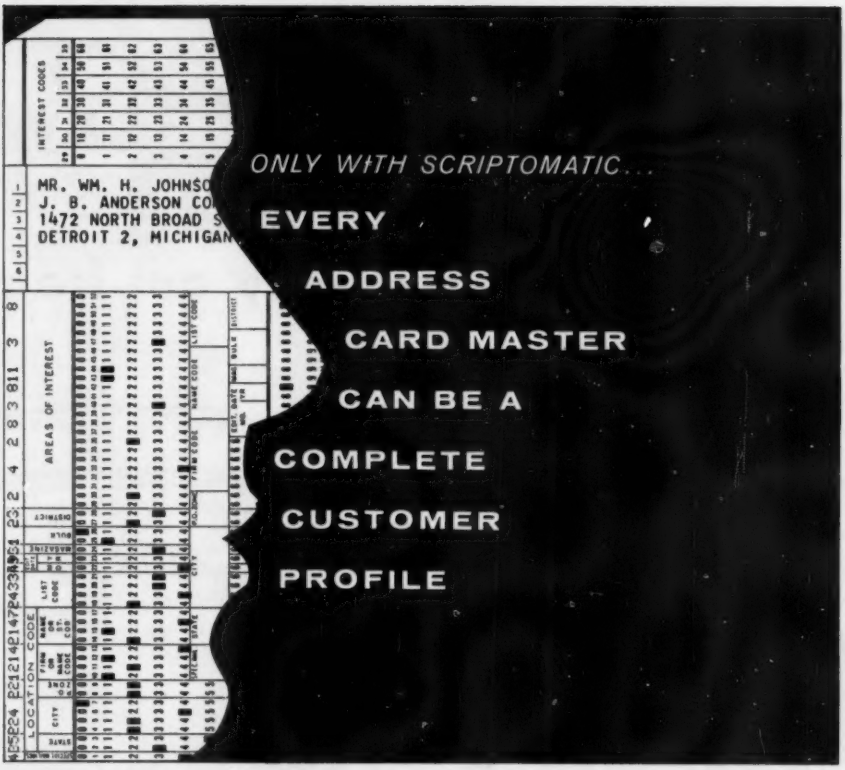
Jack was called to the personnel office, and after some conversation, agreed to take a psychological test. When the results came through, the personnel officer sent him to see the company doctor. The doctor admitted that he wasn't competent to handle such cases and he told Jack "to see a psychiatrist." The company decided to lay him off until the psychiatrist made a decision. Jack had two sessions with the psychiatrist. Ten days later he was returned to his job. He filed a grievance asking for ten days, pay, arguing that he wanted the arbitrator to condemn the company for taking him off his job and putting him through the ordeal of a psychological checkup. He felt that the fact that he was reinstated showed the company's judgment to be wrong.

Management argued that it had a basic right to take people off a job when it felt that there might be something wrong with their physical or psychological makeup.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR CARROLL R. DAUGHERTY RULED: "The agreement contains nothing prohibiting or limiting the company's right to require a man to pass physical and/or mental examinations as a condition of getting or holding a job with the company. Moreover, there is nothing prohibiting or limiting the company's right to remove an employee from his job pending such examinations when the company has good reason to believe that the employee is suffering from some physical or mental disability or difficulty which might be impairing his work efficiency, or his safety, or that of his fellow employees."



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Want Flexibility? Your Scriptomatic Machine will selectively address, skip, sort, and count your lists, without disturbing file sequence.

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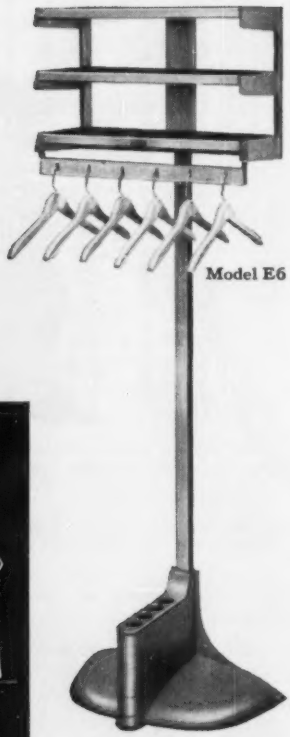
For More Information Circle No. 418

for style and value

BORROUGHS garment racks

are 'way, 'way out front

THE office manager is wise who eyes and tries Borroughs "Executive" Garment Racks. He'll see graceful styling, quality construction and feature-packed design unsurpassed at any price. And as for "try-out" proof, he'll certainly appreciate how coats hang free and clear — hats keep their shape — umbrellas leave no "drippings" — and extra hanger capacities can be created by reversing Borroughs' exclusive, suspended, mar-resistant "Wonder Bar". Send for more facts.



Model E6

Borroughs "Executive" Racks come in various standard models and special combinations, to meet any demand. Choice of 5 modern, decor-harmonizing colors.

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A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3010 NORTH BURDICK ST. amp® KALAMAZOO, MICHIGAN

For More Information Circle No. 359

The Office WASHINGTON REPORT

★Government Paperwork & Methods

WHEN A GOVERNMENT administrator is overheard to say "pert" these days, he's not necessary describing the cute young secretary down the hall. He's more likely to be discussing a new management technique —one of the more useful commercial spawns of the space age.

PERT — more properly Program Evaluation Research Task to the government and the "Critical Path" technique to civilian administrators—is a statistical system to plan a method of solving a task and keep track of it to completion.

PERT uses a flow plan or network of planned events. It is particularly useful when complex tasks are involved in a multi-stage project, and its champions claim that it can be applied to the two most precious commodities of almost any business—time and money.

To establish a PERT (or Critical Path) system, a firm starts with the objective, the end product. Then, a sequence of events is determined which will lead to that objective. This is charted in reverse order back to the beginning or to the present status. A chart is then drawn, using circles or some other designation to depict each "milestone," or major operation. Arrows connect the various tasks to each other in sequence.

A finished PERT chart usually looks like a molecule diagram made up of circles and interconnecting lines.

Depending on whether the system is being used for time, or for costs, the managers of each task give three estimates. Using time, they guess the most optimistic time in which a job can be accomplished, the most likely time it will be accomplished, and the most pessimistic time.

These figures are then averaged for all jobs, and a PERT time is arrived at for each. The chart thus will show the relationship between various tasks—which ones depend on the other—and also the time each will take. Periodic progress reports on each task are required and matched against the estimates.

The length of the lines between various parts also shows which jobs are the most critical, either in time or money. Thus, management then can concentrate on the problem areas, knowing if it can cut these longest lines, the job can be shortened. The long lines mark the critical path. When the most critical problem is solved, the next most critical is attacked.

PERT does one other thing—by using different colors for each major task, it can show which are running ahead and thus producing slack time, which are on time, which are in danger of falling behind, which are behind. As

an example: a firm wants to build a plant with four production units, each for a different component of the end product. A chart is drafted for each unit, plus a master chart combining only the major features of each unit. In arranging the master chart, conflicts in construction can be removed ahead of time and orderly flow established. Units, or pieces of units, which are falling behind schedule can be spotted quickly during weekly progress reports. A shortage of a material can be fed into the system, and the decision made quickly on what steps to speed up to avoid wasting time and still keep the overall project running.

A similar series of charts could be made for costs, so that areas in which costs begin to exceed estimates can be given prompt attention.

In some cases, PERT will show the "why" of breakdowns in the system, by rearranging workflow. But more often, it simply points out where the breakdowns are when one item on the chart is not keeping pace with the others. Its principal value is in pointing out "where" problems are located.

In the government and most big companies, the system is geared to an electronic computer—in many cases by purchasing time on a computer. But in smaller firms, or for smaller jobs, it can be done by regular statistical methods.

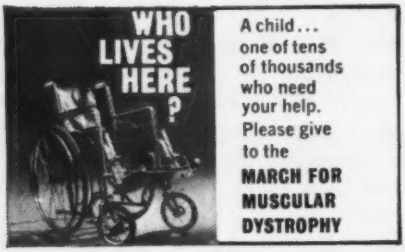
The PERT system can also enable managers to determine ahead of time the consequence of various decisions, by changing the lines and asking the computer or the statistical system what the outcome will be. It also forces a decision on management when a trouble area shows up.

PERT was developed by the Navy to speed up the Polaris missile-submarine project. It worked. It is widely used now among defense contractors as well as the military.

Adapted to civilian projects, it is used for construction (the Associated General Contractors of America has applied it), for installing complex equipment, for developing new products, for improving budgetary and management techniques.

Several companies are promoting the technique. General Electric has a kit explaining PERT to management. A film is available on the subject. Mauchly Associates, management consulting firm, specializes in Critical Path, and Operations Research, Inc., conducts courses at its offices in Silver Spring, Md., and Santa Monica, Calif.

PERT or Critical Path is not the answer to every firm's problems, but right now, at least, it's a darling of the government and of many firms, too.



57 Ways to Save Money

RAY MARIEN, Printing & Supplies Purchasing Manager,
Olin Mathieson Chemical Corp., New York

Controling Reports

1. Standardize the format of your reports through the medium of your forms control department. Treat reports as the essential business forms they are and subject them to the same rigid rules of design. This includes maximum utilization of space, proper sequence of entries and a minimum number of tab stops.

2. Arrange the report so that the vital information which your executives seek is instantly available. Don't allow it to be buried under tons of statistics. Every report has one, two, or three vital figures which should stand out. Box them, point to them with arrows,

REPORT QUESTIONNAIRE - (ORIGINATOR)
X-707

INSTRUCTIONS: To be filled in by the person preparing the report listed below, and forwarded to Forms Control Department.

TO: D. Farley
DIVISION: Headquarters
DEPARTMENT: Acctg
NAME OR TITLE OF REPORT BEING SURVEYED: Project Report
FORM NO. (If any): N.Y. 460
PURPOSE: To record month-by-month progress on projects
DEPT. RESPONSIBLE FOR PREPARATION: Supt. + Proced.
IS THIS REPORT MADE BECAUSE OF AN OFFICIAL INSTRUCTION OR STANDARD PROCEDURE? ☐ YES ☑ NO
IF YES, GIVE NAME & DATE
IF NO, WHO ORIGINATED IT? Comptroller
WHEN? 1958
HOW OFTEN IS IT PREPARED? MONTHLY
HOW MANY COPIES? 3
HOW MUCH TIME DOES IT TAKE TO PREPARE? 3 HOURS PER MONTH
HOW IS IT PRODUCED? ☑ HAND ☑ TYPEWRITER ☐ OTHER (Explain)
LIST SOURCES OF DATA USED IN PREPARATION OF REPORT: SYSTEMS DEPT. FILES

DISTRIBUTION OF COPIES (Use reverse side if necessary)

	NAME OF RECIPIENT	TITLE OR POSITION	LOCATION
1	L. THOMAS	CHIEF ACCOUNTANT	15th FL.
2	D. WAINWRIGHT	COMPTROLLER	40th FL.
3	D. FARLEY	SYSTEMS + PROCED. MGR.	14th FL.
4			
5			
6			
7			
8			

PLEASE LIST ANY OTHER COMMENTS OR RECOMMENDATIONS REGARDING THIS REPORT
MY SUPERVISOR SENDS ONE COPY ALONG TO THE COMPTROLLER WITH A COVERING REPORT.

SIGNED: D. Farley
TITLE: Supt. + Proc. Mgr.
DATE: 12/6/58

A questionnaire sent to the originator of a report. He fills it out and returns it to the forms control department.

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In the professional printing field . . . where quality reproduction and efficiency are daily musts . . . ATF has achieved a position of unsurpassed leadership. Now, ATF fuses this quality reputation and experience with today's needs in office duplicating. The result: a line of offset duplicators that improve efficiency through simplicity, flawless performance and amazing versatility. Before you make any decision, compare with ATF. Write American Type Founders, 200 Elmora Ave., Elizabeth, N. J.

ATF

for more information circle no. 101

REPORT QUESTIONNAIRE - (RECIPIENT)

X-700

INSTRUCTIONS: To be filled in by the recipient of the report listed below, and forwarded to Forms Control Department.

TO: L. Thomas

DIVISION: Headquarters

DEPARTMENT: Accounting

NAME OR TITLE OF REPORT BEING SURVEYED: Project Report

FORM NUMBER (If any): NY-460

NAME AND TITLE OF PERSON ISSUING THIS REPORT TO YOU: D. Farley

LOCATION: Hdq.

DO YOU USE THE DATA ON THIS REPORT? [x] YES [ ] NO

COULD YOU GET BY WITHOUT IT? [ ] YES [x] NO

WITH LESS INFORMATION? [ ] YES [x] NO

COULD YOU RECEIVE IT LESS FREQUENTLY? [ ] YES [x] NO

IF YES, HOW OFTEN WOULD YOU REALLY NEED IT?

HOW MANY COPIES DO YOU NOW GET? 2

HOW MANY DO YOU REALLY NEED? 2

IS THIS REPORT USED AS THE BASIS OF ANOTHER, OR A CONSOLIDATED REPORT? (If yes, which ones?) [x] YES [ ] NO PROJECTS STATUS REPORT

DOES IT DUPLICATE ANY INFORMATION YOU NOW RECEIVE? (If yes, list names & titles of each reports) [ ] YES [x] NO

DO YOU HAVE SUFFICIENT FILE SPACE FOR IT? [x] YES [ ] NO

WILL IT EVENTUALLY GO INTO STORAGE? [ ] YES [x] NO

WILL IT BE DESTROYED EVENTUALLY? [x] YES [ ] NO

HAS A RETENTION PERIOD BEEN ESTABLISHED? [ ] YES [x] NO

IF NOT, HOW LONG NEED IT BE KEPT? 3 YRS.

PLEASE LIST ANY OTHER COMMENTS OR RECOMMENDATIONS REGARDING THIS REPORT

NEEDED TO KEEP TRACK OF VARIOUS WORK PROJECTS ORGANIZED UNDER MY SUPERVISION

SIGNED: L. Thomas

TITLE: CHIEF ACCOUNTANT

DATE: 12/6/6X

The questionnaire that is sent to recipients of reports.

or use bold type—but make them *pop off* the page!

3. Use progressive reporting techniques, so that information relayed from one report to another, on its way to the top echelon in your company, is progressively tightened. By the time it reaches your top executives, it is contained in a few lines. They haven't time for lengthy reports, but they do need the *facts*.

4. Question every person who receives copies of reports to determine whether they really need them. This can be done with a Report Questionnaire form from recipients.

5. Question the originator of the report to find out why he prepares it, how it got started, and whether its usefulness has diminished over the years. Use a report questionnaire for this purpose which is slanted at the originator.

6. Use your functional file for reports consolidations. This will show you the areas where your reporting overlaps. When your reports analyst works on a report redesign, he should also attempt a report *consolidation*, if the files indicate a duplication of reportable data.

Mailing Operations

1. Standardize your envelopes. Instead of 20 or 30 different sizes, try to cut down to less than a dozen. This can be done very easily. For example, many sizes you use may be essentially duplicates of others. A No. 10 window envelope is not as good for the job as a No. 9 (which affords less jog), yet

fast • clean • compact • inexpensive...

The perfect office and in-plant platemaker for plastic and pre-sensitized plates. Simply insert the negative and plate in the vacuum frame, flip it over (see above) to face the carbon arc lamp in the base, and expose. Makes sharper plates, faster, thanks to the intense point light source. Six sizes up to 43 x 52. Send for Bulletin A500-O.

Sit in complete comfort . . . work with complete efficiency, thanks to Jet Line "contour" design featuring:

- ***Front operated gear mechanism to raise and lower table top quickly and easily.***
- ***Adjustable, chromed straight edges on all sides: Etched calibrations in 32nds.***
- ***New non-glare glass absorbs room lights.***
- ***Locking utility drawer — two storage shelves.***
- ***Drop-away panel for easy access to lights.***

Four sizes up to 42 x 62. Send for Bulletin A250-O.

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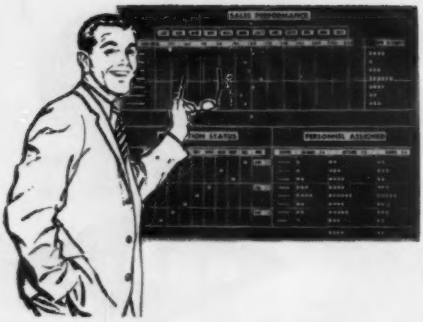

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FORMS

ROGERSNAP

BETTER BUSINESS FORMS

the complete line of
CONTINUOUS, SNAPAPART & STOCK
WRITE FOR DEALER INFORMATION—4924 READING STREET DALLAS, TEXAS

For More Information Circle No. 306

many companies use *both* to mail 8½" x 11" material.

2. Don't use special *size*, or special *window*, envelopes. Always think of the envelope you're going to use *before* you design the form, *not* after.

3. Avoid the use of two-color printing on envelopes where any kind of *register* is involved. This usually means they have to be printed flat and made up afterwards. On short runs this adds greatly to the cost.

4. If you use large interoffice envelopes, be sure they are ruled on both sides, and are made of heavy enough kraft to stand abuse. Sub. 32 is best, as is a button-and-string closing.

5. If you use inside tinted envelopes for mailing checks and other confidential matter, consider an inside pantagraph tint. This is an allover pattern printed on the inside of the envelope. Many companies have their own name or logotype worked into an intricate step-and-repeat pattern for this use.

6. You may have 100 different executives using personalized stationery. However, if they are all at the same address, there is no need to personalize the envelopes as well. Give them all the same envelopes. As it would be stocked centrally, there'd be scant chance of everyone's running out of stock simultaneously, thus leading to the inevitable rush orders.

7. Establish and circulate a written procedure for *mailing*. Aim at reducing your mailroom costs to a bare minimum and police the procedure to see that everyone follows it.

8. If you use an exceptionally large amount of one particular size of envelope for invoice mailing, such as a

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by

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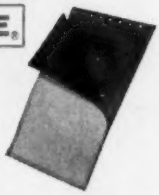

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- MAGI-PLATE gives truly professional results when used with the PIONEER PLATEMAKER—or you can use your present photocopy equipment.
- No darkroom or expensive plumbing required.

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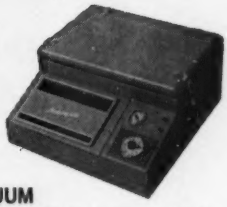
PLATEMAKERS



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For More Information Circle No. 401

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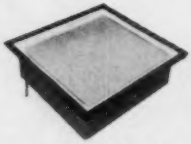
Colight®

STRIPPING AND OPAQUING TABLES

With Calibrated Straight Edges

Knock-Down Model



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- 4 precision ground adjustable straight edges . . . tolerances within .002".
- 2 calibrated (1/32") edges . . . one vertical, one horizontal
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- Sturdily built to last for years
- Choice of working areas 18" x 16" to 45" x 30"

PRICED FROM $79.50

WRITE FOR COMPLETE DETAILS

COLWELL LITHO PRODUCTS, INC.

123 N. Third Street, Minneapolis 15, Minn.

For More Information Circle No. 307

No. 6¾ or No. 10, try switching the weight from a Sub. 24 to 20. The lighter weight reduces the opacity, but not the strength, *materially*. This suggestion is only practical if you use a heavy volume as the price differential is not great and you cannot save any appreciable sums unless the quantity used is significant.

9. Don't discard obsolete envelopes. Run them through a small offset duplicator and overprint them with a ruled pattern for interoffice use.

10. Don't buy large kraft envelopes with *both* a glued flap and a clasp. Get one *or* the other if you only use one.

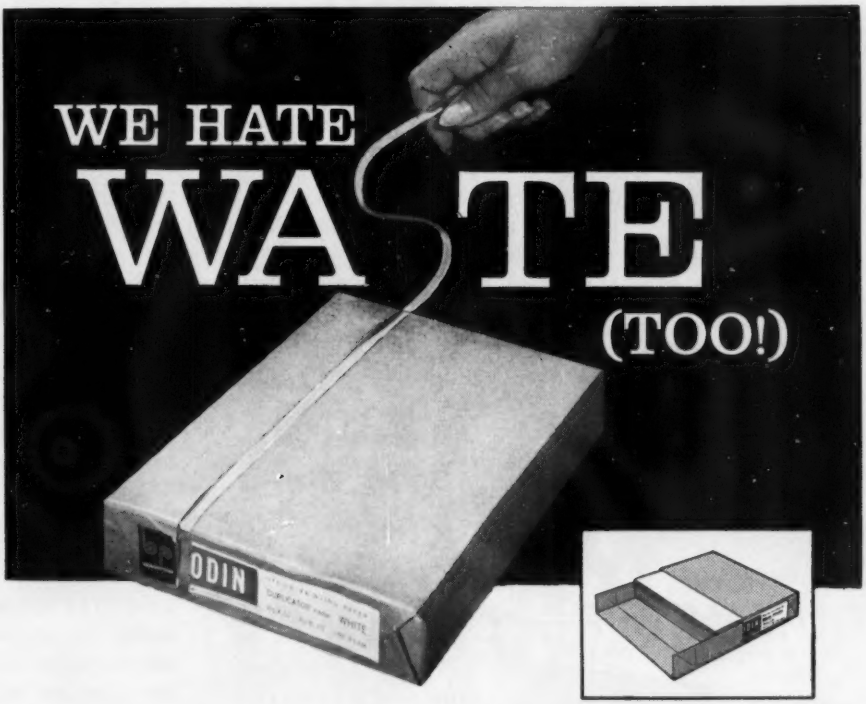
11. Remember that catalogs, annual reports, etc., can be mailed fully sealed in envelopes over 5½" x 11", without any special indicia on the envelope. This may not cut your envelope cost much, but it will save on *postage*.

12. Correspondence may be included inside an air parcel post package *without* extra charge, but you must pay the additional charge (for the letter only) if you enclose a letter in a *regular* parcel post package.

13. Don't use airmail for short distances on Friday night. The company you send it to won't see it until Monday anyway, so save the extra postage and send it first class.

14. Before you order cellophane windows in envelopes, consider glassine. Before your order glassine windows, ask yourself if you can't use plain die-cut windows without *anything* in them. Obviously, they are cheapest of all, but are only practical for mass mailings or where you must cut mailing costs to the bone.

15. To lower your *intra*-company



New Bergstrom "PEN-PAC" keeps Odin Office Paper neat, clean, easy to identify

*PEN-PAC POUCH pat. pend.

Bergstrom helps any office trim printing paper cost and loss.

The strip you zip from a PAC of ODIN® mimeo, duplicator or bond finish paper *is all you throw away.* The exclusive PEN-PAC* becomes a pouch, permits easy removal of a dozen or a hundred sheets. Close it. Put it back on the shelf and the paper stays neat, clean, protected. Use the PAC to neatly wrap your finished job.

About ODIN . . . a new, fine white (and also readable colors) in finishes designed for mimeo, duplicator and small offset. ODIN also feeds fast, prints well and maintains production schedules.

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Paper for Printing, Publishing, Converting, Banking and Office Communications

Please send me a demonstration PAC of ODIN mimeo ☐ duplicator ☐ bond finish ☐ I am also interested in ☐ Thor Offset Papers ☐ Ibsen Book Papers ☐ Bergstrom Safety Papers. 1611

NAME_____

TITLE_____ CO._____

ADDRESS_____

CITY_____ STATE_____

For More Information Circle No. 417

mailing costs try to avoid stuffing envelopes *inside* of envelopes. Unless confidential correspondence is involved, a simple routing slip is sufficient. Better yet, just circle recipient's name in red and forget the routing slip.

16. If you constantly mail expensive artwork or advertising materials and are unhappy about the $200 maximum parcel post insurance, you can get *commercial* parcel post insurance that will provide *higher* coverage.

Saving on Supplies

1. Try to standardize on as few items as possible in each category. There is really no need for ten different brands of carbon paper or ribbons, for example. Cut them down to one or two. Instead of six different degrees of lead hardness in your pencils, cut down to three. Try to get down to *one* kind of each different item. It makes for easier inventorying and lower prices, besides giving fewer headaches to your purchasing department and stockroom supervisor.

2. If your usage warrants, order typewriter carbon without the manufacturer's name on it, in plain boxes. When you give it out to the stenos, you'll avoid the never - ending cry for *another* brand. When

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SPI-ROLL

GUMMED ROLL **LABEL**

SIZE 3½ INCHES BY 1⅛ INCHES

250 LABELS per roll
choice of 8 COLORS

FINE QUALITY WRITING PAPER

Clear re-usable plastic box identifies color of the label it contains, thus facilitating color marking for different classifications. The box itself, when empty, can be put to many uses either at home or in the office.

New practical 3½" width for use on 1/3, 2/5, 1/2 or straight cut folder.

Typewriter spaced. Perforated for ease in separation. Scored at folding line to insure quick, accurate folding. Facing side ¾" high.

SMEAD'S SPI-ROLL GUMMED FOLDER LABELS ARE RECOMMENDED WHEN

LARGE QUANTITIES ARE TYPED AT A TIME

SPEED AND ACCURACY ARE ESSENTIAL TO FOLDER LABEL PRESENTATION

QUALITY AND ECONOMY ARE OF PRIME IMPORTANCE

see your stationer

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For More Information Circle No. 309

NEW OZALID TRANSFER-A-MATIC

NEW OZALID TRANSFER-A-MATIC

Copies everything up to 11 inches wide...150 feet long. Perfect prints every time, in seconds! Insert the original—and only the original—printed on one side or both sides...out comes a perfect copy, automatically cut to size! No waste, work, worry. Clear black and white copies of all colors—pen, pencil, office stamps, typewriter, or type. Every one perfect... no "wastebasket copies!" No waiting for warm-up... self-starting. No messy "sandwiches" to peel apart. No contact with nail-staining inks or chemicals. Between feedings the motor sleeps—no wasted current. See it! Try it! Test its speed, simplicity, economy. Send coupon now.

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☐ More information please on the new Ozalid Transfer-a-matic
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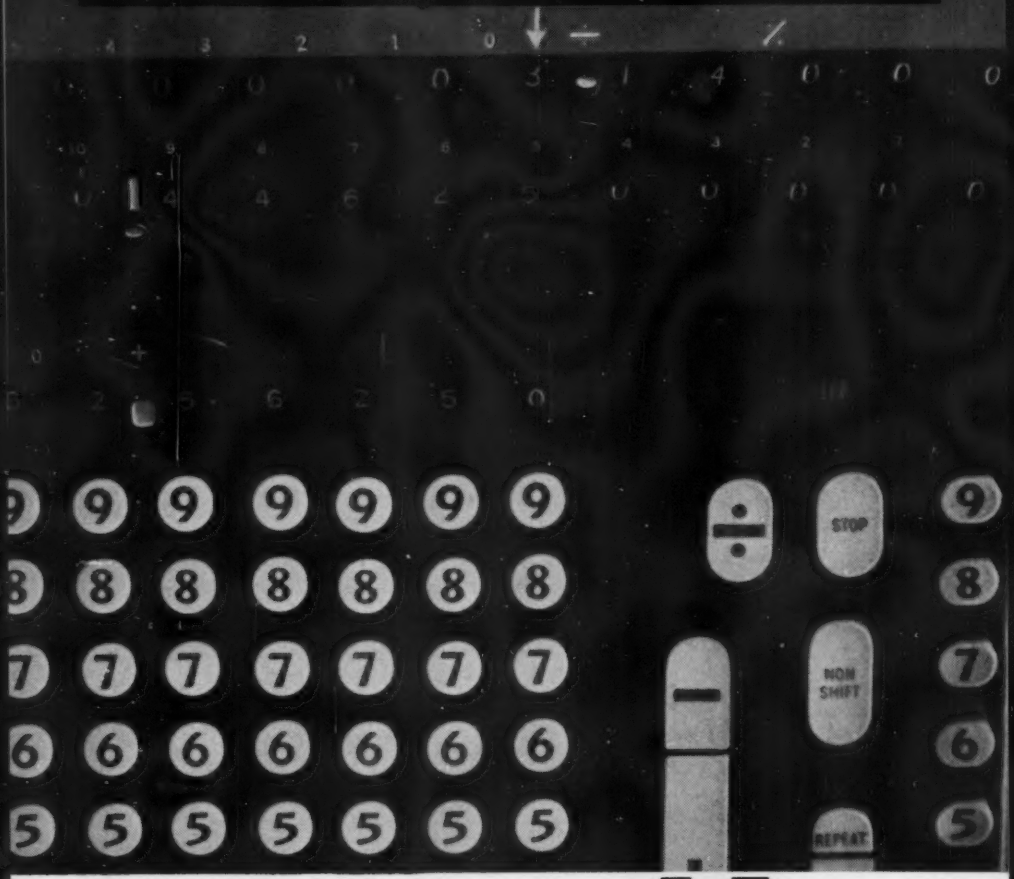
For More Information Circle No. 420

how close are you to calculators?

Chances are you don't think about calculators much. But executives who have looked into them generally find it's smart business to settle on a Marchant. Why Marchant? Because it (a) starts figuring the answer before you have finished the question; (b) gives you the result with minimum fuss and maximum accuracy; (c) has a dial right on the keyboard to help you double-check your figures! No wonder Marchant is the world's largest-selling calculator . . . figures in the most successful businesses. Why not yours? Ask a Marchant man for a free demonstration – or mail coupon on the opposite page. Marchant – made in America.



SCM MARCHANT

DIVISION OF SMITH-CORONA MARCHANT INC.
410 Park Avenue, New York 22, N.Y.

For More Information Circle No. 310

they don't know what they're using, they can't complain. It *may be* their favorite brand, after all!

3. Instead of placing separate small orders every time you need an item of stationery supplies, use a blanket order. Place one order a quarter, or every six months, take your prices from a contract list, and scratch out the orders in ordinary *handwriting*, against the blanket purchase orders. You can't afford to write a formal purchase order for fifty cents worth of rubber bands!

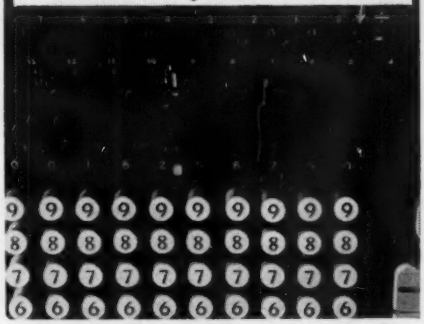
4. Keep the stationery stockroom *off-limits*. Put up a gate, or stop visitors at the door. Browsing through a stockroom whets appetites for such tasty morsels as ballpoint pens and Scotch tape, both of which can be used as readily at home as in the office.

5. Large users can get their wood-cased lead pencils imprinted with their company names and trademarks, or safety slogans, at no additional cost. Pencil manufacturers do this either as private branding or in addition to their own name on the barrel. This also includes your name on the packaging. Naturally, there is a minimum order quantity but, if your stationery stockroom is centrally located, you may have no trouble meeting the minimum.

Copying, Duplicating

1. Do your stenographers type their paper offset masters on medium-run plates? If they need less than 100 copies, furnish them with *short-run* masters only. This saves five cents per master and will give them up to 100 good copies. You don't need the medium-

How close are you to calculators?



You can get close to a Marchant Calculator, to see its remarkable function and adaptability to your business, by asking for a free demonstration. Mail coupon below. Marchant—made in America.

And don't forget to ask for a

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Company.....
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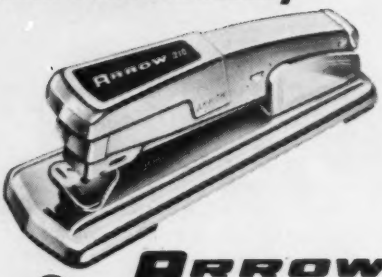
for streamlined beauty and versatile duty



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NO. 210 DE LUXE STANDARD STAPLER

ADJUSTABLE ANVIL FOR 3-WAY STAPLING

Permanent
Temporary
Pin Stitch

Built for permanence and trouble-free performance, the de luxe Arrow 210 is the most beautiful and useful desk stapler ever designed for the modern office! Choice of telephone decor colors beige, green and grey — or all chrome. Removable plastic name plate on stapler head is ideal for imprinting firm or individual's name. Write for full information on your own letterhead today!

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Pioneers and Pacesetters for Over a Quarter Century

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VOUCHER & PAYROLL
MAGNETIC INK
ENCODED CHECKS

SEND YOUR COPY FOR PROMPT QUOTATION

The Carbon Business Forms Co.
880 E. 72 • Cleveland 3, Ohio • HE 1-7878

For More Information Circle No. 313

run masters unless you run up to 500 or more copies.

2. How about carbon copies of your letters? Are the girls using printed onionskin for their second and third copies of correspondence? Why not plain sheets? Save the cost of that needless printing since 99% of those copies go into the file!

3. The same carbon copy is open to question if you're using rag content tissue sheets. Why not plain sulphite? They gets very little handling and most are retained only a few years.

4. Are your small copying machines spread all over the office? Why not centralize them and have them operated by one skilled person? Try it and see how fast your bill for copy paper drops! If you've ever seen the contents of the wastebaskets around your copying machines you'll know what I mean.

5. If you use a large volume of one-time carbon forms, try the procedure followed by some big insurance companies. Deposit the decollated carbons into boxes from where it is later collected and use for typewriter carbons. Even if it serves for only one or two letters, it is cheaper than typewriter carbons.

6. Remember that *one* kind of copying machine does not do the best job for all kinds of copies. There is no universal copier. You may need all four basic processes, and that means different equipment for different needs: silver transfer, diazo, thermograph, and chemical transfer.

7. An inexpensive offset master can be made simply by taking one copy of a snap-set (faced with grease-based car-

(*Continued on page 262*)

Smart buys for the budget wise...

IN **VIRCO** FURNITURE THAT'S BUILT FOR LASTING COMFORT

Puzzled by price—in a quandary over quality? Virco chairs and desks for office or home are budget priced and built to last. Check the quality construction features of this beautiful office furniture!

MATCHING #7795 DESK AND #258 CHAIR

This handsome welded tubular steel frame desk is available with Vircolite wood grain finish tops in two sizes: 18" x 33" and 20" x 40". Choice of Oriental Walnut top with bronze-brown frame or Platinum Walnut top with suntan frame. **Plus feature: excellent for use with business machines.** Companion chair is upholstered in quality vinyl plastic with urethane foam cushion.

ALL-METAL #127 FOLDING CHAIR

This chair has countless office uses, features tubular steel construction with three fusion-welded braces. Steel reinforcement in front legs at seat pivot point and under forward edge of seat. Metal-capped legs with durable rubber crutch tips.

FREE! New catalog showing Virco's line of office furniture.

Write today to:

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Plants also in Arkansas and Pennsylvania.

For More Information Circle No. 421

NEW METHODS FOR FILING PUNCHED PAPER TAPES and Edge-Punched Cards

● TAPE and CARD HOLDERS
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In daily use, Shaw-Walker simplified methods and equipment have proved to be far ahead of anything else yet devised.—Some installations have effected savings of up to 50% in tape handling and filing time.

There's a Shaw-Walker plan to fill every known requirement —even 24-hour point-of-use protection against fire.

For complete picture facts, ask your Shaw-Walkerman to show you pages 224, 225 of his 1960 Office Guide—or write for picture facts. A-253, A-254.

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Largest Exclusive Makers of Office Equipment

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Representatives Everywhere — Consult Yellow Pages.

"Built Like a Skyscraper"

For More Information Circle No. 422

AUTOMATIC SYSTEMS

Wendell G. Eames, director of the National Driver Register Service, Bureau of Public Roads, U. S. Dept. of Commerce, Washington, D. C., which traces dangerous drivers. Mr. Eames was formerly with the FBI. (See article on page 156.)

Current trends in office automation including data processing.

Measuring Machine Utilization

WALT FRISBIE*

HERE IS a very simple and inexpensive method of measuring the utilization and efficiency of your data processing operation. It gives a manager, quickly and with practical accuracy, all the information he has to have to make correct decisions on performance and needs of his unit. Do you need more equipment? Do you need a computer? Are you getting proper utilization of your present equipment? Can you add a new report, a new operation, to you present workload? Where do you have available time on your machines?

We have developed a simple charting procedure to answer these questions, and others depending on your ingenuity. It's a kind of bar chart. You can print your own with as elaborate captioning or detail as you wish, or use graph paper (10 x 10 x½″) with captions typed, Xeroxed and reproduced as we do.

Along the top of our chart we run the hours of the day. Along the side, vertically from top to bottom, we run the working days of the month. For our purposes we use two charts for each day: one for the hours from midnight to noon, and one for noon to midnight. You could put it all on one chart by using quarter-inch squares or larger graph paper. We have space for 20 working days. Where a month has more than that, we double up on the last squares. At the top of the chart we indicate machine and month.

*The author is a systems and procedures analyst for a major automobile manufacturer.

Before the beginning of the month, we prepare two charts for each day for each machine, one for the night hours, one for the day hours. If you prefer your record by shifts, it is easy to set it up that way. We clip the sheets together back to back. At midnight and noon, the operator merely flips them over.

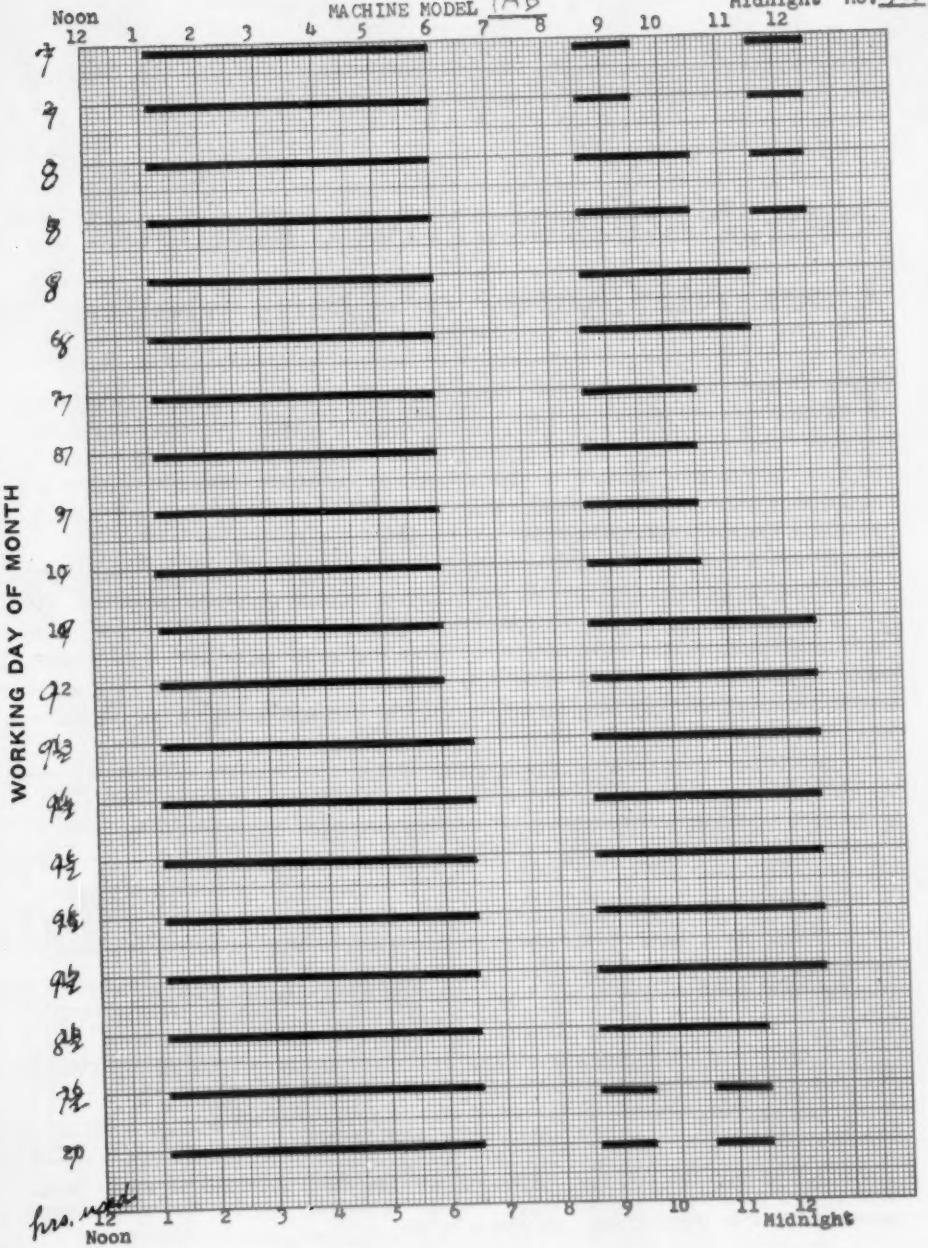
Each operator draws a line opposite the working day, and under the time, as the machine is operated. This takes only seconds. Once he has become accustomed to the routine, it is automatic and accurate.

The chart opposite shows the operation of a tabulator for May 1961. A glance shows that between 6 and 8 p.m. through the entire month we had two hours available. From noon to 12:30 the operation was shut off. The first two working days of the month we had free time between 9 and 11 p.m.; the third and fourth day, time between 10 and 11 p.m.; the fifth and sixth day, 11 to midnight is free; the seventh, eighth, ninth and tenth day have free time from 10 to midnight, etc. Similarly the pattern for the hours from midnight to noon can be quickly analyzed by sight.

Adding up the hours and noting them on the side of the chart, you can easily calculate the percentage utilization daily and monthly, or by working weeks. For example, the chart for noon to midnight shows 58% utilization the first working day (7/12); 79% utilization on the 13th working day, etc.

MACHINE MODEL TAB

Mo. 5/61



New National Driver Register Uses All Types of Data Media

PROBLEM drivers who lose their licenses often apply for a new one in a different state, omitting information about their previous state of residence or driving history. To combat this problem, Congress established the National Driver Register Service to help states and territories compare records on drivers whose privileges have been withdrawn because of (1) drunken driving or (2) involvement in a fatal accident. Responsibility for this service is vested in the Department of Commerce, Bureau of Public Roads. The service, which began July 1, expects to receive records on about 1000 drivers daily and requests for searches may average 20,000 a day.

Many states have been exchanging driver records with their neighbors. The National Driver Register Service makes this exchange nationwide and complements the license records in the 55 states and territories. It establishes a

TYPE OR HAND PRINT

FORM APPROVED BUDGET BUREAU NO. 41-R2081

(FIRST NAME) (MIDDLE NAME) (LAST NAME) DATE OF BIRTH (Mo., Day, Yr.)

OTHER NAMES USED IN APPLYING FOR DRIVER'S LICENSES (Maiden name, names by former marriages, former names changed legally or otherwise)

(FIRST) (MIDDLE) (LAST)

(FIRST) (MIDDLE) (LAST)

(FIRST) (MIDDLE) (LAST)

PLACE OF BIRTH (City) (State or Foreign country)

SEX: MALE ☐ FEMALE ☐

HEIGHT: ____ FT. ____ IN.

WEIGHT

COLOR EYES

COLOR HAIR

DATE DRIVING PRIVILEGE WITHDRAWN (MO DAY, YR.)

DRIVER'S LICENSE OR FILE NO.

DATE ELIGIBLE FOR RESTORATION (Mo., Day, Yr.)

DATE DRIVING PRIVILEGE RESTORED (Mo., Day, Yr.)

REASON DRIVING PRIVILEGE WITHDRAWN

1. ☐ DRIVING WHILE UNDER THE INFLUENCE OF INTOXICATING LIQUOR

2. ☐ CONVICTION OF AN OFFENSE WHICH RESULTED IN A FATALITY

FROM:

DATE:

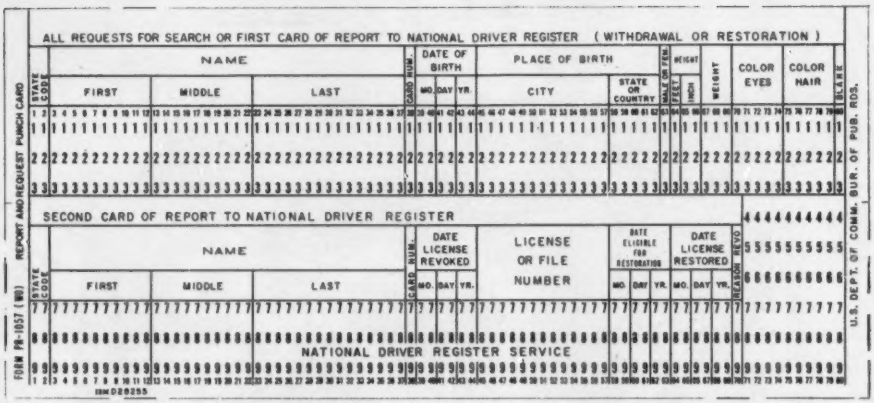
MAIL THIS FORM TO → National Driver Register Service, Bureau of Public Roads, 1717 H Street, N.W., Washington 25, D.C.

FORM PR-1046 (WO) (7-61)

REPORT TO NATIONAL DRIVER REGISTER

U.S. DEPARTMENT OF COMMERCE BUREAU OF PUBLIC ROADS

States not having punched card equipment are furnished this form to report withdrawal of a person's driving privilege. The Driver Register Service also accepts data on punched cards, punched tape and magnetic tape.



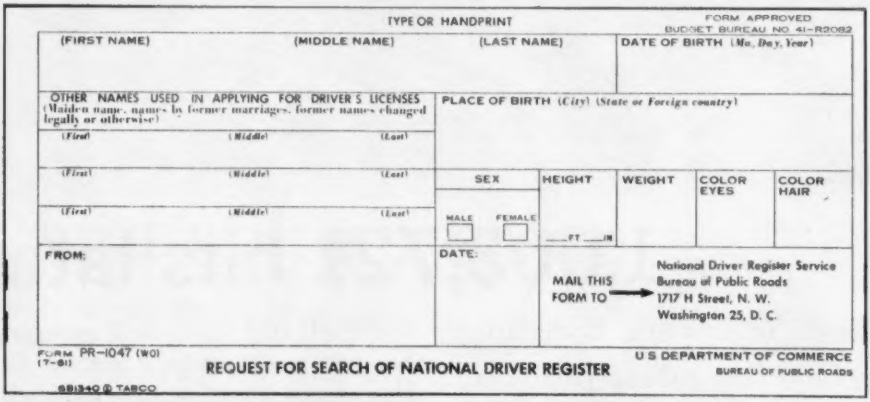
Tabulating cards are furnished to states that have machine equipment available to request a search or to transmit a report to the Driver Register Service.

central file where a driver's history may be quickly checked instead of searching 54 other files. The major functions of the service are:

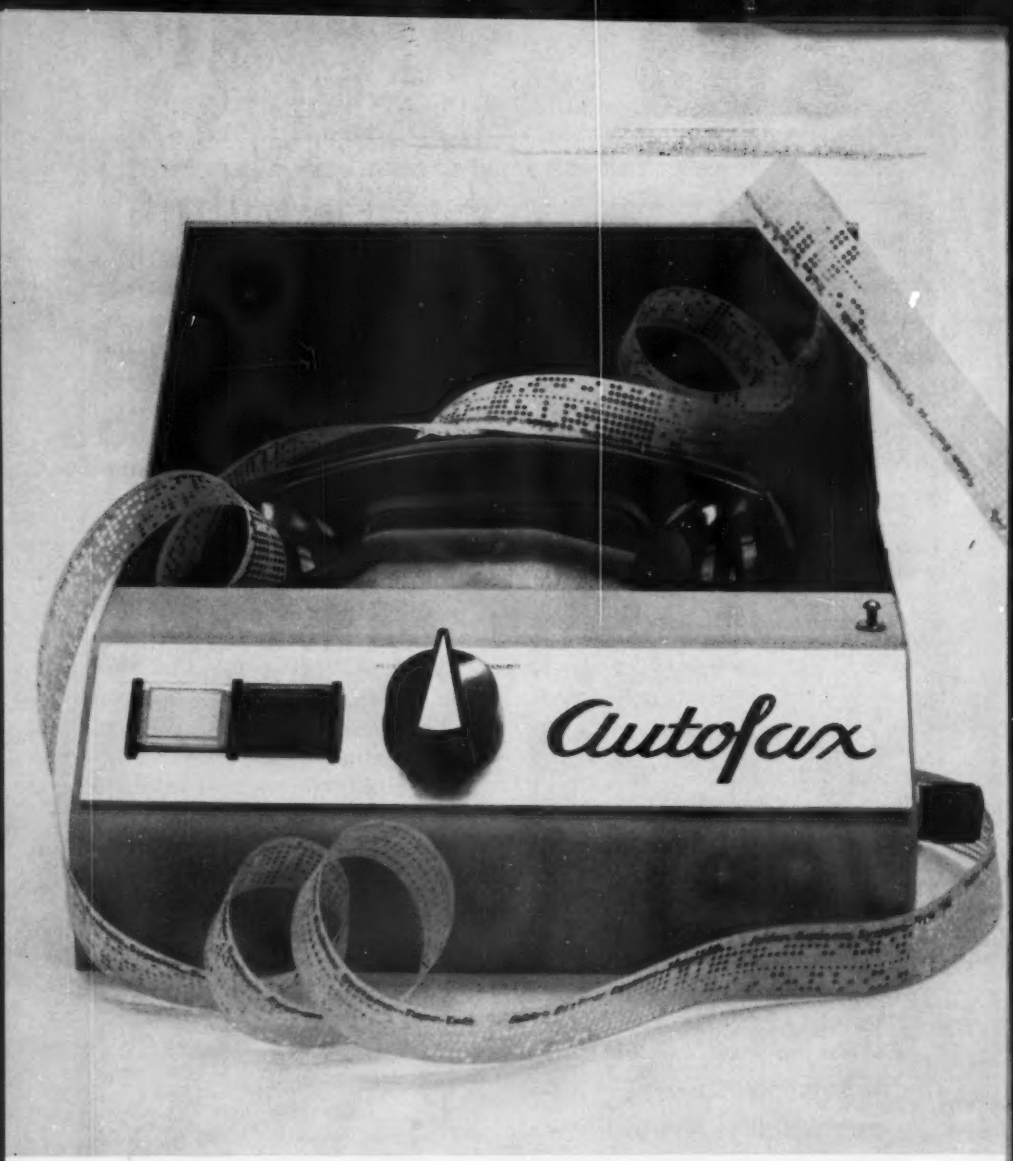
1. To maintain a file of withdrawn driving privileges.
2. To update the file daily on the basis of withdrawal and reinstatement reports from states and territories.
3. To search the file promptly on request and report the result.

The service is effective only to the extent that states, territories and the federal government cooperate.

States and territories send reports of withdrawals of driving privileges to the service. The reports are processed through an electronic computer system which is updated daily as data are re-



The manual form used to request a search of the National Driver Register.

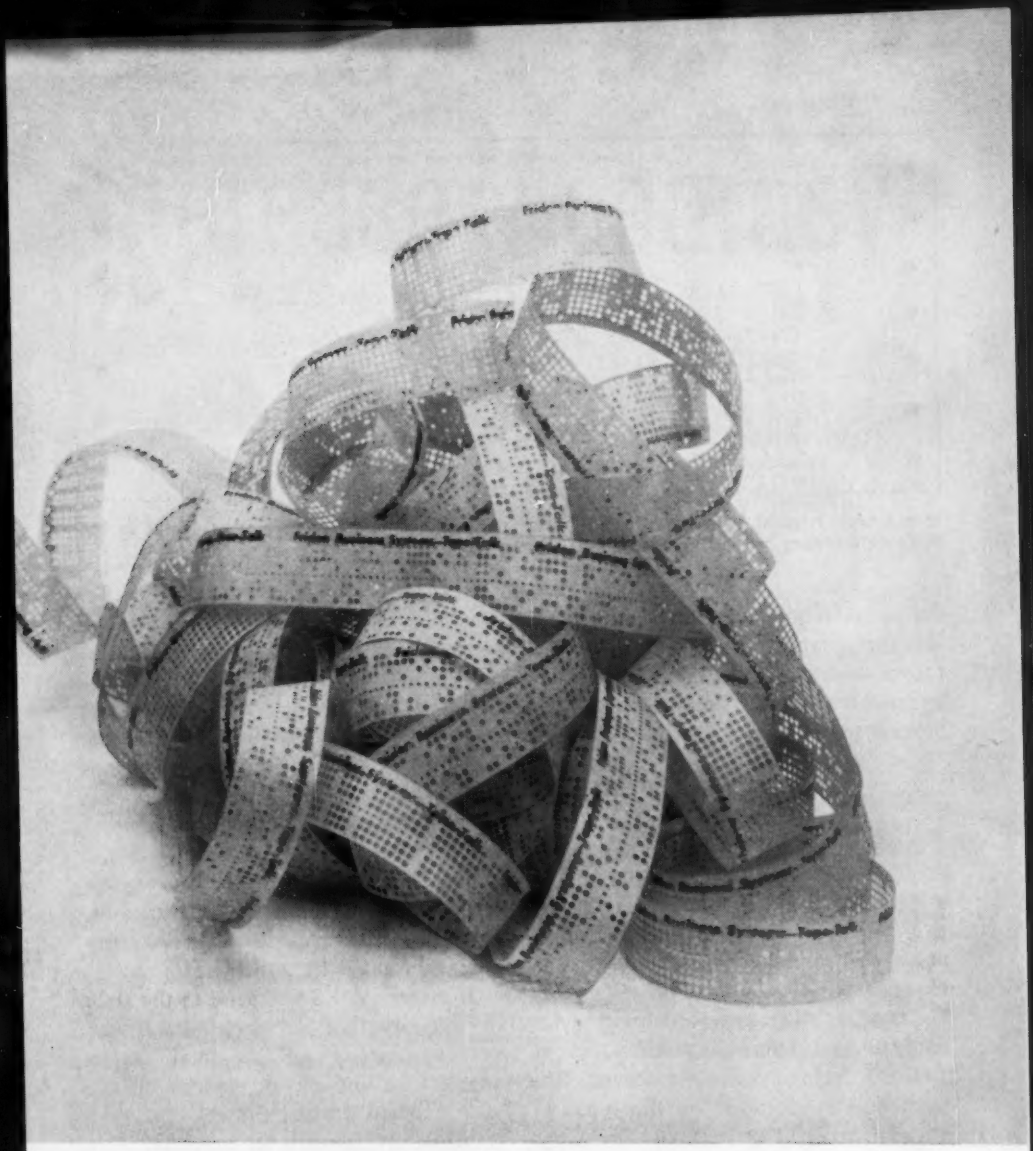


1,003,721 bits later

Proved in on-line operation! Perfect for sales, purchase orders, payroll, cash and sales reports and other accounting and inventory information!

NEW AUTOFAX Data Transmission Equipment is in the field! Many of them have already relayed over one million bits of alpha numeric information by direct dial telephone without a single error.

Intercity, intrastate or transcontinental — wherever or whenever you have data



...and still no error

to send — ask Autofax to do it.

Once you've typed up the data, just dial a number. Signals sent over regular telephone lines produce typed copy, punched tape or cards in your main office.

Autofax is ready to work for you the minute you receive it, with no programs to write . . . no special installation required. It pays for itself in a matter of months, too. Find out how. Write for complete details today.

AUTOFAX DIVISION
COMMUNICATIONS CONTROL CORP.
14707 Keswick St., Van Nuys, California

For More Information Circle No. 228

MATCHED DRIVER RECORD REPORT

YOUR REQUESTED SEARCH	ST CO	FIRST NAME	MIDDLE NAME	LAST NAME	BIRTH DATE	BIRTH CITY	BIRTH STATE	
NDR SERIAL NO.	SEX	HEIGHT	WEIGHT	EYES	HAIR			
FROM REGISTER	ST CO	FIRST NAME	MIDDLE NAME	LAST NAME	BIRTH DATE	BIRTH CITY	BIRTH STATE	
NDR SERIAL NO.	SEX	HEIGHT	WEIGHT	EYES	HAIR	DATE REVOKED	LICENSE OR FILE NO.	ELIGIBLE DATE	DATE RESTORED	RFW
SEARCH DATE								

FORM PR-1054 (WO) (7-61) U. S. DEPT. OF COMM., BUR. OF PUBLIC ROADS, NATIONAL DRIVER REGISTER SERVICE, 1717 H ST., N.W., WASH. 25, D. C.

If a search request is matched with a withdrawal report, the above form is sent to the state or territory which requested the search.

ceived. A request for search is entered into the computer and when a report is found that might be the same driver, a probable record "match" is made. Several matches may be found (for example, there are many John Smiths) and trained employees select the most probable matches.

These are reported to the inquiring state or territory which can contact the jurisdiction that withdrew the driver's privileges and obtain the driver's history. In this way, complete information can be readily obtained regarding the status of the driver's operating privileges—such as additional revocations, suspensions, records of convictions, accidents, wanted by police, etc.

If desired, DRS will send to the state or territory that withdrew the driving privileges a copy of the match that is sent to the jurisdiction requesting the search. Then the withdrawal state may immediately forward its summary data on the subject driver to the inquiry jurisdiction. DRS accepts all media of data transmission including manually prepared forms, punched cards, punched and magnetic tape, and furnishes, without cost, forms for use by states or territories reporting withdrawals and requesting searches.

Faster Magnetic Tapes

HIGH-DENSITY magnetic tape systems for the Honeywell 800 computer were announced by Minneapolis-Honeywell Regulator Co., Wellesley Hills, Mass. The new systems transfer data to and from magnetic tapes at 133,000 decimal digits per second. Information is recorded on the tapes at a density of 1112 decimal digits per inch. Monthly rental for high-density tape control units is $3100. Rental for tape transports is $900 a month. Users of standard Honeywell tape systems, which read and write 96,000 decimal digits a second, can convert to high-density operation. **For More Information Circle No. 176.**

Increase Accuracy

while simplifying figure work with the NCR DELUXE ADDING MACHINE

with "Live" Keyboard

Cut hand motion and effort up to 50% with the exclusive NCR "Live" Keyboard!

Every amount key on the NCR De Luxe Adding Machine operates the motor. Result: You can forget the Motor Bar! Eliminates back-and-forth hand motion from keys to Motor Bar. Think of the time and effort this single NCR feature saves! All keys are instantly adjustable to each operator's preferred touch! It is no wonder operators are so enthusiastic about the NCR De Luxe Adding Machine. They do their work faster—with up to 50% less effort!

Only NCR has 14 time- and money-saving features.

"Live" Keyboard and Adjustable keytouch are just two of the 14 time- and effort-saving features which you get in the NCR De Luxe Adding Machine. You will also like its RUGGED CONSTRUCTION—NEW STYLING—NEW QUIETNESS—NEW BEAUTY. *Your NCR representative will be glad to give you a demonstration and tell you about all 14 features. Call him today.*

Your *business, too, can benefit from the many time- and money-saving features of an NCR adding machine. NCR's pay for themselves quickly through savings, then continue to return a regular yearly profit. For more information, call nearest NCR branch office or dealer. See phone book yellow pages.*

NCR *National*

ADDING MACHINES
CASH REGISTERS • ACCOUNTING MACHINES
ELECTRONIC DATA PROCESSING
NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES
77 YEARS OF HELPING BUSINESS SAVE MONEY

For More Information Circle No. 436

Retail Sales Data System

A RETAIL SALES analysis system uses a recorder to film data on merchandise tickets to produce computer input. Developed by Associated Sales Analysts, Inc., New York, in conjunction with Photologics Co., equipment comprises a Photologics Sales Recorder and a Reader.

At the time of sale, clerk detaches printed and punched ticket stub from the merchandise. Collected ticket stubs are inserted in the Sales Recorder. Store can retain ticket stubs for their own use. Warning device prevents ticket being inserted incorrectly. Camera is set for a pre-determined number of exposures with an individual code for the store. Reels of filmed ticket stubs are mailed to a data processing center for reading directly into a computer. Store gets printed reports or magnetic tape.

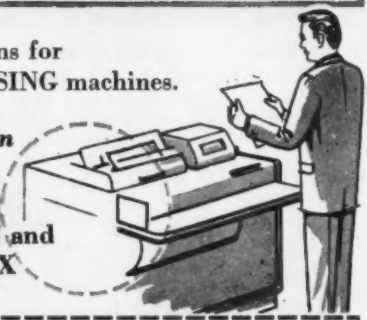
Total weight of 6000 ticket stubs would be 112 ozs., whereas a film reel of 6000 transactions weighs less than 8 ozs. At first class mailing rates, this is a saving of $4.16; at airmail rates, $7.28. Also, time and labor spent spindling and stacking tickets are eliminated. The speed of the machine eliminates the need to process stubs daily,

Codo "PERMA-JET" DATA PROCESSING RIBBONS

Only CODO has PERMA-JET inked ribbons for TABULATING and other DATA PROCESSING machines.

One ink for all data processing requirements: Record, Thermo-Fax, Ozalid, Bruning, Photo-copy, etc.

Available in SILK, TABULEX, TABULON and CLEARTEX



Please send complete information about PERMA-JET inked Data Processing Ribbons

NAME_____

ADDRESS_____

CITY_____ STATE_____

Codo MANUFACTURING CORPORATION Leetsdale, Pa.

For More Information Circle No. 229

Secretaries you know

The "I can't wait-to-get married" type

A girl with marriage on her mind is especially eager for a top secretarial job. Like millions of her sisters, she very likely will hold on to her job *after* marriage.

To attract favorable attention—and get a promotion with higher pay—she uses the best *professional* tools. These include A.W.Faber's STENOSTIK, the modern ball pen especially designed for shorthand.

STENOSTIK is feather-light, beautifully balanced, starts fast, flows smoothly without skip or clot. It helps her take dictation faster, cleaner and more efficiently. The exclusive, long-tapered grip reduces finger fatigue

Whatever *your* marital status, you'll be a better secretary with STENOSTIK. It belongs right alongside your ERASERSTIK. Full-length cartridge ink supply in blue, black, red and green. 39¢ — 3 for $1. Join the STENOSTIK Club of Superior Secretaries today.

A.W.FABER'S

STENOSTIK®

A.W.Faber-Castell Pencil Co., Inc., Newark 3, N. J.

For More Information Circle No. 408

Salesclerk (left) inserts printed, punched ticket stubs in Photologics recorder which photographs them. Then film pack is removed (right) and mailed to data processing bureau for computer processing.

since the film can be read directly into the computer at more than 18,000 stubs per minute. Lost or misplaced tickets are avoided and provision is made for handling defective tags and price changes by computer. Retailers can rent the Photologic Sales Recorder. **For More Information Circle No. 197.**

fimafold

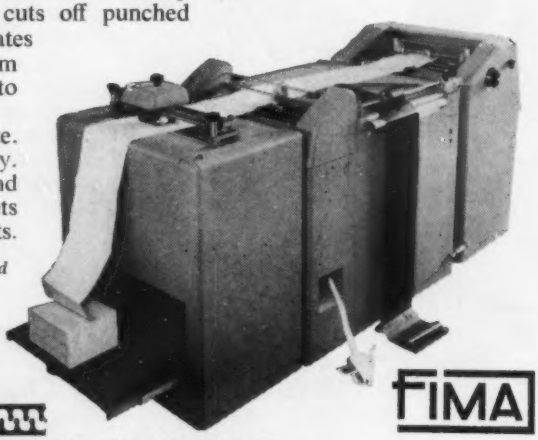
AUTOMATIC SLITTERS, IMPRINTERS & DETACHERS FOR FORMS

Made in three units for use individually or combined for one continuous operation. The feeding and cutting unit cuts continuous forms crosswise, removes the strip containing the perforation, and cuts off punched holes on the sides. Accommodates forms up to 19″ wide and from 1/6″ to 18″ long, at from 50 to 100 per minute.

Printing unit can imprint, date. sign and number consecutively. Detaching unit slits margins and removes up to 5 carbon sheets from forms of from 2 to 6 parts.

Agents for the sale of these new machines for continuous forms wanted for the countries where we are not yet represented.

FABBRICA ITALIANA MACCHINE AZIENDALI s.r.l.
Via Luigi Cadorna 21/22, Brusuglio di Cormano, MILAN, ITALY



FIMA

For More Information Circle No. 258

MATCHED!

©1961 ROYAL MCBEE

MATCH YOUR INVENTORY TO INCOMING ORDERS . . . WITH A LOW-COST ROYAL McBEE SYSTEM TAILORED TO YOUR NEEDS.

Lower inventory levels mean higher profits. Stagnant stock costs you money. Spoilage, obsolescence, insurance, storage, taxes — when you tag these factors onto your original stock investment, they sometimes add up to as much as 25% of the inventory value. But low-cost Royal McBee systems give you the kind of up-to-the-minute data that keeps inventory at its lowest practical level. And the system is simple and speedy. It eliminates bothersome transcribing and auditing, reduces reference time to a minimum. With Royal McBee systems, stock-on-hand should seldom exceed—or fall short of—delivery requirements They're "matched."

Adaptable to the needs of any size plant. For over 50 years, our representatives have been solving inventory and other business problems with flexible Royal McBee equipment. Your nearby Royal McBee man will be glad to discuss a low-cost system tailored to your needs. Call him. Or write to us for information at 850 Third Avenue, New York 22, New York.

ROYAL McBEE CORPORATION | ROYAL SPECIALISTS IN BUSINESS MACHINES

For More information Circle No. 347

HOW TO SIMPLIFY *Space Age* PAPER WORK

Standard

TITAN ROCKET

FLUID DUPLICATOR

Electric

DIMENSIONS	Machine and Cabinet
Front to Back	24"
Left to Right	44"
Height	45"
Shipping Weight	200 lbs.

Comes with upright cabinet and Autometric Gallon Pump Fluid System.

DESIGNED TO DUPLICATE LARGE 14 X 18 INCH FORMS BUT EQUALLY EFFECTIVE FOR SMALL CARDS AND COUPONS

This big capacity duplicator has been built to meet the new needs of business in the space age. Its purpose is to simplify many of the paper work problems encountered in data processing. It is backed by unmatched experience...another dependable product by Standard, pioneer of fluid duplicating in America.

The Standard Titan Rocket Duplicator, with its accurate register and full 500 sheet Automatic Ream Feed, offers the ideal method for reproducing large forms such as inventories of parts and materials, shipping manifests, ledger and sales sheets, factory and office work sheets, production charts, weather maps and other useful data.

The Standard Titan also takes small forms, coupons, IBM and McBee cards. Thus with equal effectiveness it is possible to handle work from 3" x 3" mailing labels up to big 14" x 18" sheets.

Where you need versatility, where you want volume duplicating, where you must have dependability, the Standard Titan Rocket Duplicator efficiently meets all requirements.

STANDARD DUPLICATING MACHINES CORPORATION

For More Information Circle No. 196

Everett 49, Massachusetts

One-Man Machine Proofreading System

A MODIFIED model of its Norelco tape recorder, which can be utilized by proofreaders as a copy reader, has been announced by the Dictating Equipment Div., North American Philips Co., Hicksville, N. Y. It consists of the standard Model 75 equipped with loaded magazine, log pad and dust cover; modified Telex microphone headset, foot and hand controls.

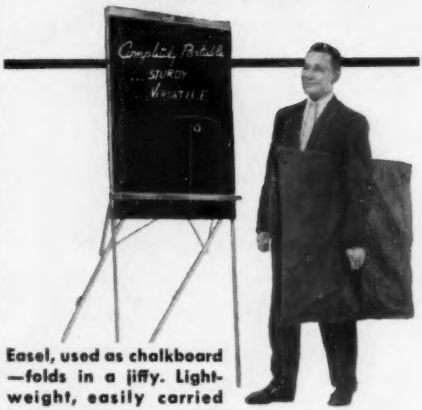
It has a synchronized timer that allows the reader to time his takes and return to any desired point on the tape quickly and accurately. There is a fast forward speed and a fast rewind. Normal reel runs for 19½ minutes on each side. Ease of switching from record to playback limits loss of time from interruptions. Earphones shut out extraneous noise.

The proofreader writes down his starting time on the indicator and reads from the manuscript onto the tape, announcing the number of each manuscript page as he comes to it. He com-

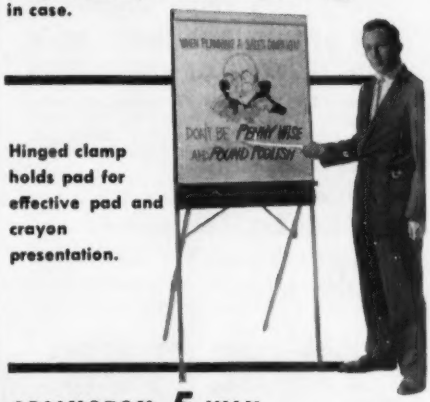
COMPUTER
RIBBONS
RE-INKED
1403 Chain Printer
Univac • RCA 501
PRICES ON REQUEST
H. M. STORMS COMPANY
561 Grand Avenue Brooklyn 38, N. Y.
For More Information Circle No. 248

TELL YOUR STORY 5 WAYS...

• Paper Pad Presentations • Blackboard Chalktalks
• Flip Chart Presentations • Card Chart Speeches
• Flannelboard Demonstrations



Easel, used as chalkboard —folds in a jiffy. Lightweight, easily carried in case.



Hinged clamp holds pad for effective pad and crayon presentation.

ARLINGTON 5-WAY PRESENTATION EASEL $42.50 Less pad
Send for literature

Complete with hinged clamp chalkboard, chalk, eraser.

Four paper pads	$12.00
Flannelboard accessory	7.00
Carrying case	12.50

ARLINGTON ALUMINUM COMPANY
19007 W. Davison • Detroit 23, Michigan
For More Information Circle No. 249

NO
OTHER
PAPER CUTTER
BUILT
SO WELL
TO SELL
SO LOW

all metal
Triumph
the precision Paper Cutter

SIZES 14" & 18"
(20½" MICHAEL)

FOR OFFICE, BOOKKEEPING & DUPLICATING DEPARTMENTS

For every business: Banks, hospitals, insurance companies, industrial organizations, stationers, photo finishers, small printers, lettershops, mimeograph, offset shops, advertising agencies, schools, colleges, churches.

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■ Dealer: Write For Profitable Sales Plan.
For More Information Circle No. 244

3 PHONE PROBLEMS SOLVED

1. Safeguarding privacy.
2. Quieting the office.
3 Better hearing—noisy places.

HUSH-A-PHONE
Model for all types of phones and dictating machines.
Write for Literature
HUSH-A-PHONE
72 Madison Ave.
New York 16

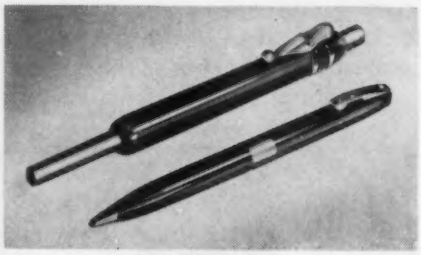
For More Information Circle No. 245

ments on doubtful spelling, possible factual errors, questions on style, etc. Then, turning to the record and keeping the manuscript beside him, the proofreader listens to himself through the earphones as he examines the proof. He continues to turn the manuscript pages as he hears each new page announced, because all mistakes that are not obvious misspellings must be rechecked against copy.

When he has finished reading a section, he switches back to record and starts the process over again. A single tape can be used repeatedly. Modified system sells for $242.25, plus taxes. **For More Information Circle No. 102.**

Panel Wire Remover

A TOOL for removing fixed or permanent wires from self-contacting control panels was announced by PWI Co., a unit of Raytheon Co., South San Francisco, Calif. Employing spring-loaded positive action, the tool enables



quick removal of wires from panels without damaging terminals, marring printing or scratching panel surfaces. It is only 5½" long, has a pocket clip, and costs $2.75. **For More Information Circle 103.**

- Slashes dictating time and typing costs . . .
- Produces personalized individually typed form letters automatically . . .
- Does the work of three typists.

Select desired letter by number...push button...letters literally "fly out" at the rate of 145 words per minute.

Here at last—the new, automatic way to solve the problem of volume letter-writing. Auto-typist can slash your correspondence handling time from hours to minutes . . . types letters three times faster than any typist . . . error-free and erasure-free. And all for just pennies per letter!

Auto-typist automatically types form letters, solicitations, routine daily correspondence—with just the push of buttons! Types them all with the intimate, personal touch that only an individually typed letter can provide. No wonder more and more cost-conscious business firms are turning to Auto-typist to cut the cost . . . cut the time . . . and take the worry out of handling volume correspondence. Important too, an Auto-typist can pay for itself in just a few months.

Send for FREE BROCHURE

Learn about the miracle of automatic letter writing and how it can drastically cut your correspondence handling costs. See why businessmen are adopting the Auto-typist principle in their businesses.

Auto-typist

AMERICAN AUTOMATIC TYPEWRITER COMPANY
2322 North Pulaski Road
Chicago 39, Illinois

For More Information Circle No. 271

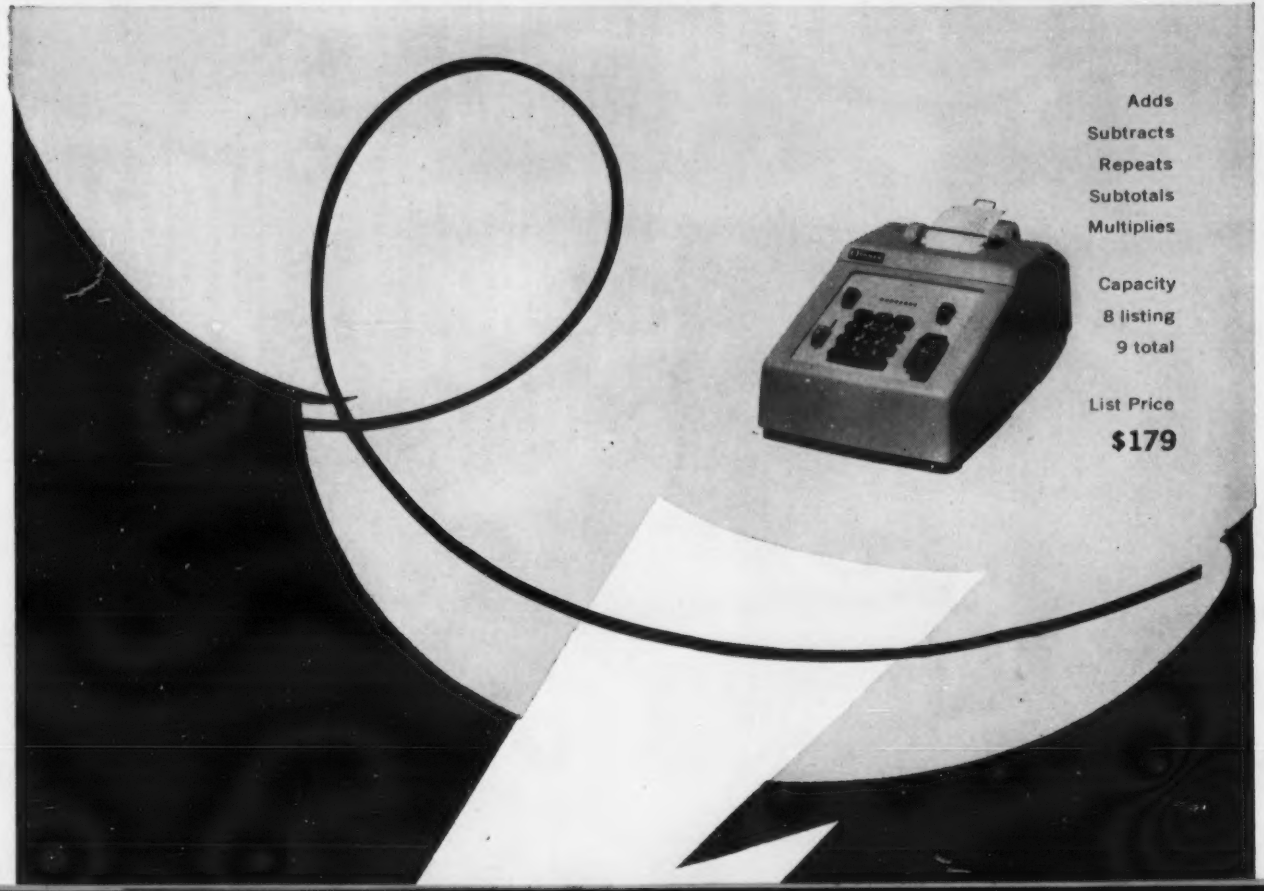
American Automatic Typewriter Co.,
2322 North Pulaski Road, Chicago 39, Illinois
Gentlemen:
Please send me your FREE Brochure explaining in detail the Auto-typist principle of letter writing.

*Name*_____

*Company*_____

*Address*_____

*City*_____ *Zone*____ *State*____


Adds
Subtracts
Repeats
Subtotals
Multiplies
Capacity
8 listing
9 total
List Price
$179

New Odhner Compact Electric . . . faster, lighter than you'd ever guess!

Run this 10-key adding machine blindfolded, and you'd swear you had your hands on a full-sized, heavy-weight machine! • So quiet, smooth and vibration-free you'd hardly believe its operating speed is more than 180 revolutions per minute—outstandingly high for a machine in this class • So firm and stable on ample base pads that you couldn't guess how light and easy it was to move from desk to desk, or carry on trips out of the office in its specially designed case. • So precise and responsive to the touch that you'd feel sure the scientifically planned keyboard belonged to a machine selling at easily twice the price.

In short, you'll love the performance of the new Odhner compact . . . See and try it at your dealers today.

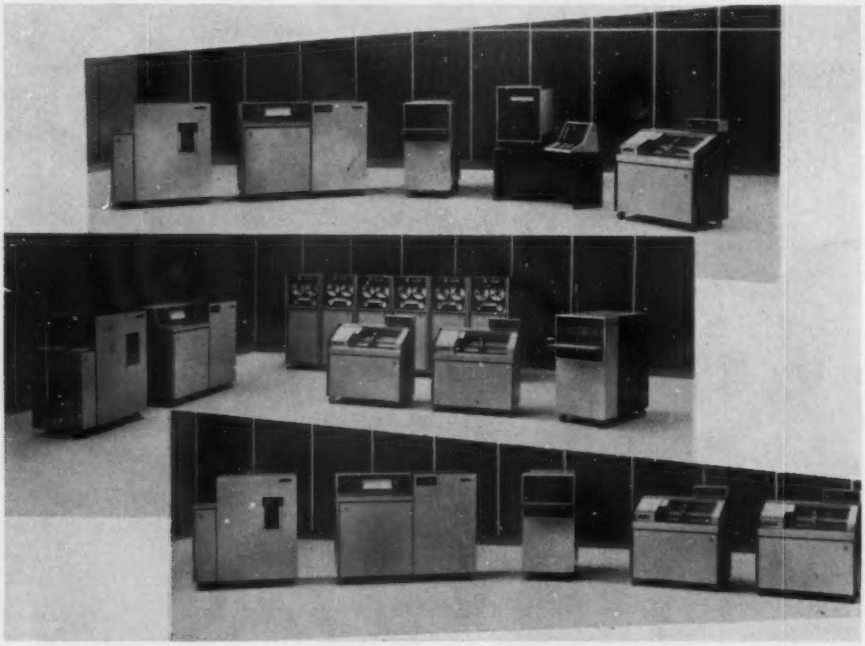
FACIT, INC. 404 Park Avenue South, New York 16, New York • 895 Stanton Road, Burlingame, California • 2807 Central Street, Evanston, Illinois.

For More Information Circle No. 270

A Lower Priced Punched Card Computer System

CONCENTRATING on increasing the compatibility between electronic and electro-mechanical units, Burroughs Corp., Detroit, has developed a series of small and medium scale data processing systems. The Burroughs B200 group of electronic computers includes four models in the low-to-medium price range: a basic punched card electronic computer system, the B260; the B280 magnetic tape computer system; the B250 computer which makes use of a hard copy record processor in addition to punched card handling equipment, and the B270, announced earlier this year, (THE OFFICE, May, 1961, p. 158) which combines the ability to accept documents encoded in magnetic ink as well as to process punched cards and magnetic tape.

The level of compatibility allows all system components to operate at top speed despite widely varying job assignments. By designing the B200 systems as the first of the small-scale type to accept two card reading units, the user has double the formerly available input capacity. The card punching unit op-



Top to bottom: Burroughs B250, B280 and the B260 (punched card) computer systems.

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STENOCORD
MODERN OFFICE
DICTATING
MACHINES

VIA AIR MAIL

First Class
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BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

Postage will be paid by

STENOCORD DICTATION SYSTEMS
37-20 48th Avenue
Long Island City 1, New York

0-111

Have You Read This New

FREE Booklet?

WHAT YOU SHOULD KNOW ABOUT DICTATING MACHINES

If you have ever considered dictating machines—or if you are using them now—here is a booklet that will give you some information that can be very valuable to you. It reveals for the first time *new* developments in dictating machines—and many facts helpful to anybody concerned with any type of dictating.

Mail this Postage-Paid Card TODAY

stenoCord DICTATING SYSTEMS

37–20 48th Avenue, Long Island City 1, New York

Send Me My Free Copy

of your booklet,

WHAT YOU SHOULD KNOW ABOUT DICTATING MACHINES

Company_____

Address_____

Individual_____ Title_____

City_____ Zone_____ State_____

If you are considering buying dictating equipment, you should know that

8 out of 10

companies who test all dictating machines now select stenoCord

Here are some of the reasons why:

An increasing number of large users of dictating equipment have adopted the "test them all" policy before purchasing new machines. That is good sense because new developments have made a decided difference in efficiency and cost between the top-selling lines. During the past year, where *all* leading makes have been tested, our records show that *more than 8 out of 10* have selected the modern, magnetic belt Stenocords! There are many strong basic reasons for this sensational swing to Stenocord. These include:

1 New Instant Review and "live scanning" which produce error-free dictation. Dictator can review instantly a word, phrase, sentence or even whole paragraph—and correct it with pin-point accuracy. No need to explain mistakes to secretary because on Stenocord "Magnetic Belt" there are no mistakes to explain. Encourages relaxed dictating.

2 New Simplified One-Button Control. Just one button on the patented microphone automatically controls starting, stopping and unlimited measured review for changes. This makes for the easiest, most relaxed dictating possible.

3 Costs About ½ of Comparable Machines. Stenocord offers more dictating efficiency, more features that provide greater ease of dictating, more built-in quality—and still are priced at nearly *one-half less* than comparable quality machines! Model 400-D, for instance, the standard office unit, is only $229.50.

4 Tested, approved and used by leading companies and government agencies from coast to coast. Complete lists of such installations are available.

5 Available on low-cost lease, too. For as little as 20¢ per day per unit.

Send for **FREE** Copy of this Booklet

LARGEST SELLING MAGNETIC BELT DICTATING MACHINE IN THE WORLD

stenoCord **DICTATION SYSTEMS**

37-20 48th Avenue, Long Island City 1, New York

For More Information Circle No. 398

AVOID ERRORS

PROVIDES POSITIVE FINGERTIP CONTACT

Just a touch of your fingers to the new and improved Rite-Line SURE-TOUCH finger moistener makes handling of papers, sorting of checks and counting of money, quick and sure. Will also improve your grip in golf, tennis and bowling. No grease, no odor, no stains. Will be available through your stationer, only 50 cents. In the meantime send for trial offer.

RITE-LINE
Sure-Touch

RITE-LINE CORPORATION DEPT. SC 1-11
4209 39th St., N.W. Washington 16, D.C.

Enclosed please find $1.00 for two trial boxes of SURE-TOUCH.

Name_____

Street_____

City_____ Zone____ State_____

Name of Stationer_____

For More Information Circle No. 272

erates at a top speed of 300 cards per minute. The sorter reader which is the input unit for the B270 and B250 systems is the fastest document sorter now in use in many installations.

Card readers make use of an immediate access clutch rather than the conventional, mechanical toothed clutches to feed "on demand." Internal buffering, until now not available on equipment in this price range, contributes further to greater system balance and total productivity. "On demand" immediate access clutching also is standard on line printers, multiple tape listers and sorter-reader units. All peripheral units, exclusive of the magnetic tape transports, are buffered.

Ease of operation is enhanced by the B200 systems' three address command structure which consists of less than 20 instructions, greatly simplifying the programing work. The program library contains the most advanced and powerful report generator yet made available. The first to utilize only a single form, encoded in report oriented terms, the generator acts with equal facility on routine reports as well as those which are special and non-recurring. Specifications for the report can be entered on the form, keypunched onto cards and fed into the computer to produce an efficient object program in less than 30 minutes. It takes only three minutes from generation to object program completion. The report generator also performs a complete logical edit of all specifications in addition to printing out error messages. The generator provides a hard copy print-out of all possible output formats. This permits verification of the location of data with-

NEW 2500 TELETALK®

for small offices, small budgets!

It fits — limited investment, space and personnel! New 2500 Teletalk is simple to install, easy to use. It saves steps and time — saves your phone for outside calls. Trim, book-size units provide fast, clear two-way voice contact. You can answer calls "hands off" within 15 feet of a station and each unit can be used to monitor. One small, centralized amplifier (it tucks away in a corner or closet) serves the complete system. 11 station capacity. Write for literature.

• See the Yellow Pages — "Intercommunication Systems"

COMMUNICATIONS DIVISION

WEBSTER ELECTRIC

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Compact amplifier handles 11 stations—eliminates power cord on each unit.

Franklin adv. M183

For More Information Circle No. 429

DOUBLE the production of your Multilith . . . with the T-51 or T-51 LW COLOR PRESS

With the T-51 or T-51 LW Color Press attached to your 1250 or 1250W Multilith, you can print two colors simultaneously from the **same blanket,** thus increasing production 100% !

Each model contains a plate cylinder and a complete inking and water system. It is geared directly to the Multilith; attached by clamp-on brackets. When desired, it may be easily disengaged or removed. Fully guaranteed! Send coupon for further information.

IMPRINT FORMS OR RUN MAGNETIC INK regardless of color. No preprinting, no storage, no waste. Ask for details.

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MAIL TODAY

Please send information on items checked:

☐ T-51 Color Press ☐ T-51 LW Color Press

Name .....

Firm Name .....

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.....

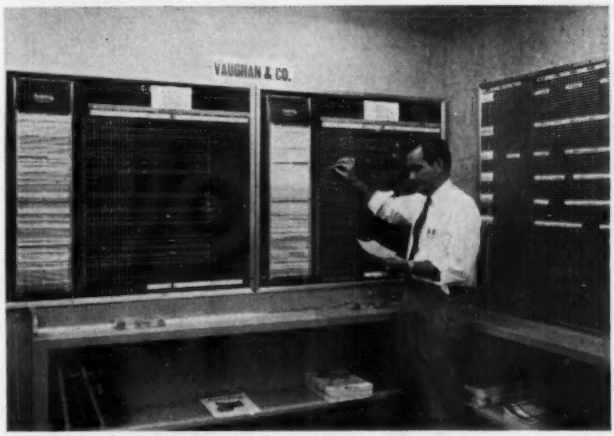
For More Information Circle No. 220

in the 120 print or 80 card column positions which constitute the information fields.

Overlaps, as well as other possible errors resulting from improper coding, are thus prevented from going undetected. Several other standard programs are available in the library. A magnetic tape verifier provides reproduction, on a selective basis, of all or part of a tape reel for checking accuracy and readability. Two editing programs are supplied: one which checks sequence and accuracy of a complete punched card deck and a second that determines the quality and usable footage of a tape. There is a special program which converts data from one form to another and a magnetic tape sort generator. Further assistance is supplied by three types of routines: one initiates action to correct errors on magnetic tape which occur in the read or write operation; a second provides for five variations of the "memory dump," and there is a trace routine for debugging.

The B260 system, which will lease for $3750 monthly, sells for $183,650. Sale prices of magnetic tape systems will range from $252,180 to $384,780, with monthly lease rates extending from $5235 to $8435. **For More Information Circle No. 104.**

ANOTHER WASSELL PRODUCT



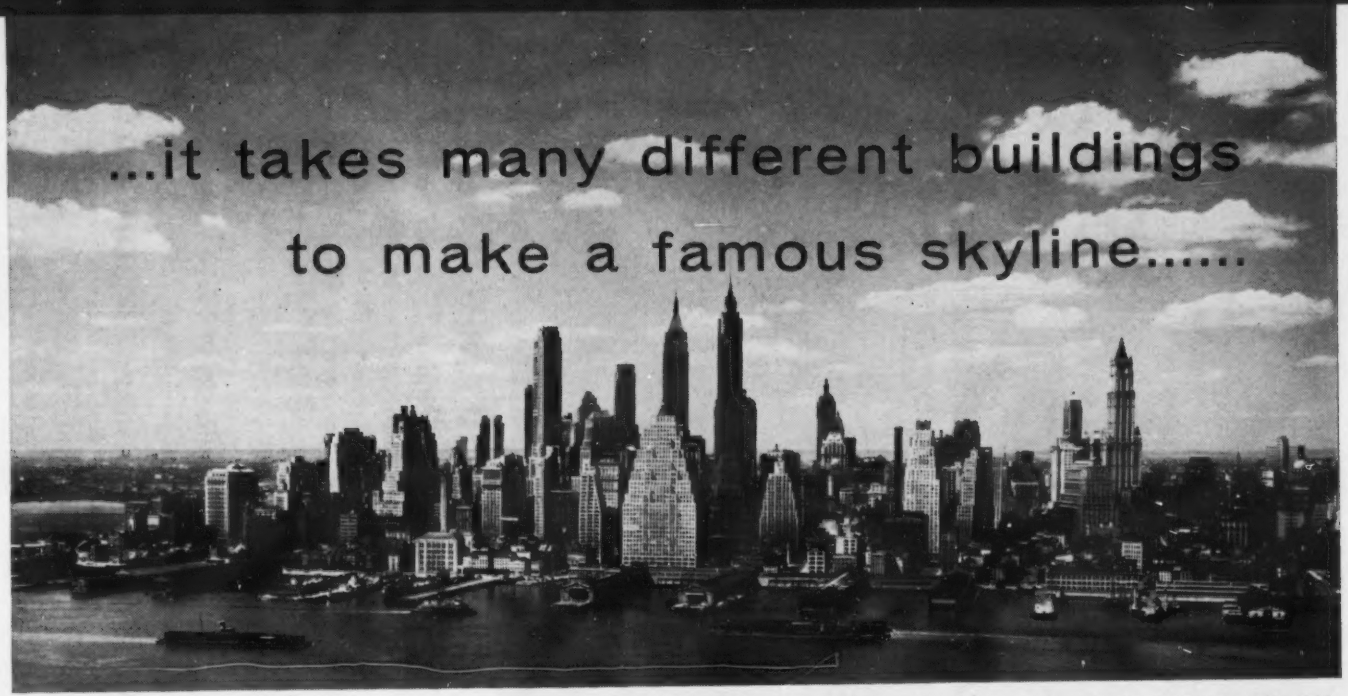
HOW TO KNOW IT ALL

Versatile Produc-Trol can give immediate and complete information on almost every phase of production. No recourse to files is needed; with Produc-Trol all the factors of efficient production are scheduled before your eyes — you have the right answer every time.

WASSELL ORGANIZATION, INC.

DEPT. O-11, WESTPORT, CONNECTICUT

For More Information Circle No. 231



...and...it

TRUE PRINT STYLE CHARACTERS OF VARYING WIDTH

The VARITYPER machine automatically spaces each character out to its natural width, as in professional work. The hundreds of type styles and sizes are instantly changeable.

takes many

DIFFERENT SPACINGS FOR DIFFERENT TYPE SIZES

A smaller type face requires smaller spacing...and the reverse for large faces. The VARITYPER machine supplies the exact spacing for the selected type...from 6 pt. to 12 pt.

different elements to make attractive typography

CHANGEABLE SPACING BETWEEN LINES

A great economy in space is effected because more lines of legible type can be contained in a limited area. Paper, running time and postage are only a few of the savings.

ELECTRICALLY CONTROLLED CARBON RIBBON IMPRESSION

Because each individual character is impressed on paper (or duplicating master) through a fine carbon ribbon with an electrically controlled, uniform impression, the end result is that of skilled, attractive-looking typography.

MARGINS ARE AUTOMATICALLY EVENED

The even margin, an indispensable element of fine typography, is completely automatic. The operator merely retypes the rough draft. The VARITYPER machine does the rest.

LINES AND LEADERS RULED BY PUSH-BUTTON

EVERY TYPE OF LEADER OR RULED LINE USED IN THE MOST COMPLEX OFFICE FORM CAN BE RULED UP AUTOMATICALLY . . . BY PUSH-BUTTON.

BODY COPY PRODUCED ON THE VARITYPER MACHINE WITH HEADS PHOTO-COMPOSED ON THE HEADLINER MACHINE.

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machine with 1,000 faces

provides ALL the elements of good typography in ONE machine!

THE VARITYPER CORPORATION IS A SUBSIDIARY OF ADDRESSOGRAPH-MULTIGRAPH CORPORATION

For More Information Circle No. 226

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New "Pyramid" Transfer Files make stored business records and papers INSTANTLY AVAILABLE. Saves that "high cost of looking".

STRONG double-double heavy duty corrugated with handsome smooth design, Pinegreen color.

LIGHT-WEIGHT means easy to handle and important where floor load is a factor.

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LOW-LOW COST will surprise you. Letter, legal, freight bill sizes now available. At dealers or contact

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For More Information Circle No. 238

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Ask Sure-Rite! Every month, one or more new product ideas—plus over 750 best-selling items in the big Sure-Rite catalog. Write today. Learn what's new for you in profits!

American Stencil Mfg. Co.
If it's new, Sure-Rite has it!
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For More Information Circle No. 239

Records Machine Use

A DESKTOP size device that monitors and records the efficiency of utilization of up to 40 data processing machines was announced by Electronic Associates, Inc., Long Branch, N. J. The Bar Chart Recorder operates remotely from production areas and provides cost and production control information on a continuous bar chart.

It gives management an accurate graphic picture of each machine's productive and nonproductive effort; can also provide operator number, job and shift number corresponding to any manual effort. Every 20 seconds the recorder samples and graphically records each machine's performance. If the machine is operating, the fact is recorded with a short horizontal line in the appropriate bar or channel area.

Records nine, 17, or 24 hours per chart. Basic units are a rotating drum, an inkless chart with 40 vertical bars or channels, and a stylus. Connects to machines by phone-type wires. **For More Information Circle No. 191.**

with this coupon

REX-ROTARY DISTRIBUTING CORP.
387 PARK AVENUE SOUTH, NEW YORK 16, N.Y.

GENTLEMEN: PLEASE SEND YOUR PRINTING SURVEY QUESTIONNAIRE. UPON COMPLETING QUESTIONNAIRE, I AM ELIGIBLE TO WIN A REX-ROTARY D-490 OR AN ELECTRO-REX. I'D LIKE TO KNOW MORE ABOUT ☐ REX-ROTARY D-490 ☐ ELECTRO-REX.

NAME_____ FIRM_____

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CITY_____ ZONE_____ STATE_____

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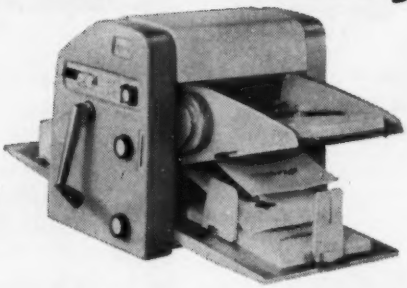
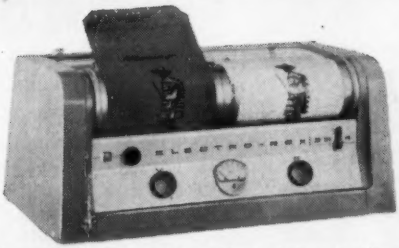


The newest automated silk-screen mimeograph that prints like a professional press, (and even collates while you print).

or this Electro-Rex



The electronic stencil scanner that etches halftones, art and type onto mimeostencils or offset plates.

This is all you have to do to win. We are conducting a Market Analysis and need data on printing requirements in offices of varying sizes. We will be happy to send to you the results of this survey which may be of use to you. A drawing will be held on December 21, 1961 to determine who will win the first or second prize. Just fill in coupon above to obtain qualifying questionnaire, For cooperating we will also print 100 copies of any office form free!

For More Information Circle No. 395

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- **Work Measurement**
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A new 50-week on-the-job course covers 17 basic areas in systems work. Prepares you for promotion. Helps you train assistants.

This organized plan is a formal course, developed by The Foundation for Administrative Research, conducted by professional systems teachers. Fee $375* complete.

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For More Information Circle No. 350

Credit League Likes Tab Card Addressing

GRANT WASHBURN
Shop Supervisor, Michigan Credit Union League, Detroit

TAB CARD addressing has reduced costs for the Michigan Credit Union League. Name, address and other information to be reproduced are typed on conventional tab cards by regular typists using modified electric typewriters. A chemical transfer dye on the reverse side makes a master that is good for at least 200 addressings. Cards are fed into Scriptomatic equipment which addresses a wide variety of record forms and mailing pieces at high speed.

Tab card addressing masters cost only a fraction of a cent apiece; formerly we used metal plates which cost approximately 3c each. This differential is a major reason for the savings we've obtained.

A tab card makes an ideal master for us. It's not only more economical, but requires minimum storage space. One tray of cards holds as many masters as 15 trays of metal plates. Switching to this system two years ago freed several hundred square feet of floor area, reduced the weight of our mailing list files, and shortened the time

FILE IT . . . FIND IT

when you need it . . . without delay!

Ideal for your personal desk or one-drawer file. Contains filing plan instruction sheet; 25 A-Z primary guides, green; 25 A-Z miscellaneous folders, red; 100 Tuftear manila folders; 250 Fanfold gummed folder labels, buff; 2 cross reference sheets and an "out" folder. Now on sale at your G/W stationer . . . or write The Globe-Wernicke Co., Cincinnati 12, Ohio.

GLOBE-WERNICKE

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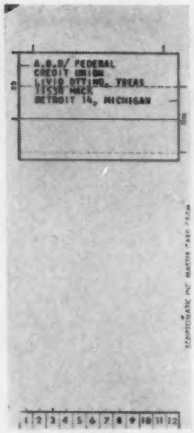


The tabulating card address master used by Michigan Credit Union League.

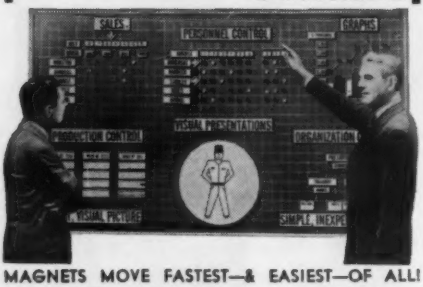
needed to make new masters.

One typist now turns out about 700 tab card masters per day; formerly only 300 metal plates were imprinted in the same number of manhours. Because of the light weight of cards, our list maintenance personnel find their work much easier.

Approximately 1100 credit unions throughout Michigan belong to our league. Much of the material addressed by the addressing machine consists of league announcements, publications and record forms of various types, which are mailed to the officers and committee members of these affiliates. We make about 25 mailings a month to all or part of this group, which totals roughly 16,000 individuals. Those on the "official" list also receive *Contact*, our monthly magazine.

Most of the affiliates also publish magazines, announcements, and miscellaneous other communications for their members. In most cases, individual

VISUAL
MAGNETIC
CONTROL



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Simplest Control for Sales • Production Charts • Personnel Maintenance • Scheduling Machine Loading Visual Presentations
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COLORFUL MAGNETS ORGANIZE FOR ACTION SHOW FACTS INSTANTLY GET THE JOB DONE

PRICES & BROCHURE OF-11
FREE
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For More Information Circle No. 254

ZIP-O-RITER
Addresses Directly from Card Files

Writes Headings On Work Sheets Accounting & Tabulating Forms

INDISPENSABLE FOR
MANY OFFICE ADDRESSING & DUPLICATING PROBLEMS.

Anyone can use the ZIP-O-RITER which prevents copying errors. Addresses or duplicates without plates, inks or costly machines.

S & M DISTRIBUTING CO.
3875 GARLAND ST., WHEAT RIDGE, COLORADO

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THE FIRST REAL IMPROVEMENT IN POST BINDERS IN 50 YEARS

WILSON JONES "CYCOLOK" BINDERS USE MODERN PLASTICS

From the best of modern plastics, Wilson Jones creates the world's finest post binders. CYCOLAC*, a tough, strong plastic, replaces old-fashioned metal tubing...gives these binders a lightweight, indestructible housing for the improved locking mechanism. Retains a smooth, unscuffed appearance for years.

Stiff, sturdy covers are VINYL-GUARDED to take years of hard wear, without showing it. They stay clean and fresh-looking. RUBBER end caps protect desk and filing cabinet tops. Metal hinges.

All these extras are yours at no increase in price. Two popular models: RAVEN, in vinyl-guarded black Levant simulated leather; and NOMAD, in vinyl-guarded blue canvas. Order them today at your stationery supplier. Ask to see the most modern post binders made. *TM of Borg Warner Co.

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The most complete line of printing calculators and adding machines available to dealers

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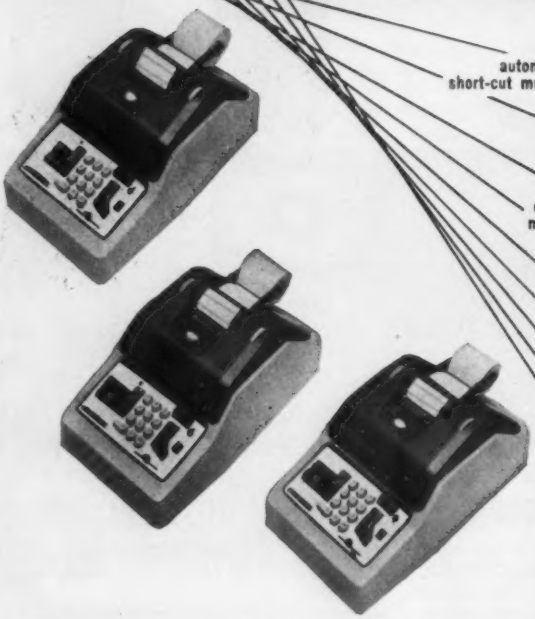

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coast-to-coast sales and service spare parts available from the Ames Supply Company

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HOUSTON, Adding Machines Distributing Co., 2201 Caroline St.
DALLAS, Wholesale Office Machines Co., 2000 North Lamar St.
LOUISVILLE, KY., Import Business Machines Co., 1503 Bardstown Road.
PUERTO RICO distributor: SAN JUAN, Real Hermanos Inc., Calle Tanca 250.
CANADA distributor: TORONTO, Nauta Bros., 3615 Danforth Ave.

For More Information Circle No. 227

credit unions handle this chore themselves, but there are 35 that have our league headquarters do the work. We prepare about eight mailings a year for each of them. Their membership totals about 80,000; thus, our mailing lists comprise nearly 100,000 names.

The variety of material which the machine processes includes the monthly magazine, a 20-page, 8″ x 11″ publication; 6″ x 8″ savings account statements; 3″ x 5″ file cards; postcards; single and multi-fold brochures of various sizes; and letterhead-size announcements. This material includes several different paper weights and finishes.

Speed of the addressing operation varies, depending on the type of material being handled, but on a typical job, involving No. 10 envelopes, the equipment will imprint 5000 pieces per hour. It takes us 6½ hours to address 16,000 copies of *Contact*; the same job required 14½ hours with our old system.

Switching to tab cards has also enabled us to update our mailing lists faster, and at less cost. Every January, each of our affiliated credit unions elects new officers and committees. Formerly, when the new names were received, we would go through the official list and check the metal plates one at a time. Plates representing re-elected officers or committee members were retained; others were corrected where possible, or replaced. Metal plates are relatively expensive, which was why we tried to save as many as possible, but inspecting 16,000 addressing masters is a pretty time-consuming job.

Tab cards, because of their low cost,

☐ *They were ATTRACTIVE*

. . . now they're **Beautiful!**

TOTALIA and NUMERIA adding and calculating machines, manufactured by LAGOMARSINO F.A.I. in Milan, have been completely re-styled and modernized, according to the most advanced design standards.

The name LAGOMARSINO, joined to the traditional names TOTALIA and NUMERIA, will form the new brand-names of these world-famous adding machines and calculators:

LAGOMARSINO TOTALIA

10-key adding machines and printing calculators.

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Full Keyboard Calculating Machines.

LAGOMARSINO F.A.I., S.p.A. • MILAN ITALY

Sales and service agencies in all countries of the world

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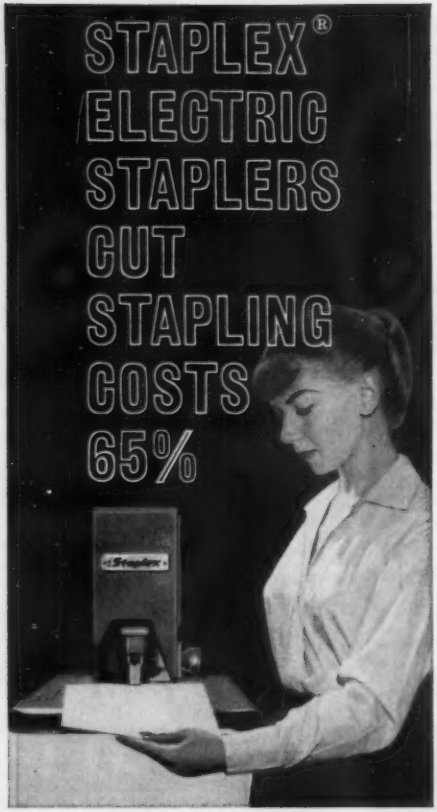

Electric stapling is here . . . and—no matter what you staple—regardless of how little or how much—you'll do it *better, faster, easier* and *far more economically* with a STAPLEX automatic. 12 different models to choose from.

Let us start you on the road to genuine savings with a free demonstration. Send for illustrated folder now. Get the facts on the completely new 1962 model S-54 shown above and 12 other cost saving models.

The Staplex Company

World's First & Largest Manufacturer of Electric Staplers

775 FIFTH AVENUE

BROOKLYN 32, N. Y., U. S. A.

For More Information Circle No. 257

eliminate the bulk of this work. Each year, we simply throw away the old masters and prepare a complete set of new ones. The two decks of cards are checked against each other to verify names and addresses, but there is still considerable time saving, compared to our former procedure. Since a new tab card master can be prepared in less than half the time required to cut a metal plate master, the updating job is further expedited.

It used to take one employee five months to bring our 16,000-name official list up to date. Now, one person completes the job in six weeks. As a result, most newly-elected officers and committee members begin receiving communications from league headquarters within a month or two after they take office; before, five or six months tended to be the rule, and judging by the complaints we received, it was a pretty unpopular rule.

Each new master is prepared on a

Preparing tab card address masters at Michigan Credit Union League on a Scriptomatic Master Card Writer, a modified electric typewriter.

REDUCE PAPERWORK COST THE HURON COPYSETTE WAY.....

Ask your office supplies dealer how HURON COPYSETTE can eliminate over-lapping inventories of various weights and finishes of carbon paper and mixed stocks of second sheets.

HURON COPYSETTE combines in one ready-to-type unit a high quality second sheet lightly tipped to its own sheet of carbon paper! You need stock only *one item* . . . thereby reducing your investment in carbon copy materials.

What's more . . . HURON COPYSETTE saves time in your typing operations by doing away with hand collating of loose carbons and second sheets. More time is available for productive work.

To find out how much money HURON COPYSETTE can save you . . . write for folder HCL-22, "How Much Do Your Carbon Copies *Really* Cost."

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PULL OUT Style

MANIFOLD CARBON PAPER SETS

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CURE HAND-PUNCHING HEADACHES WITH A

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PAPER DRILL

A real production model—handles big or small jobs. Does clean, sharp drilling. Takes 1" stock. Table size 12" x 18". Chip disposal. Adjustable back gage and 4 stops. Price includes one hollow drill. 12 standard size drills from ⅛ to ½"—$3.90 each. Slitting attachment $7.50; slotting attachment $9.00.

Write us for details.

LASSCO PRODUCTS, INC.
485 Hague St. • Rochester 6, N. Y.

For More Information Circle No. 264

Scriptomatic Master Card Writer, a modified electric typewriter equipped with a conventional ribbon plus a transfer paper roll. The typewriter prints on the face of the master through the ribbon, and simultaneously on the reverse side through the transfer paper.

Michigan Credit Union League uses a Model 10-S Scriptomatic addressing machine to imprint everything from 3" x 5" cards to 9" x 12" envelopes at up to 5000 pieces an hour.

This latter impression is the one that's duplicated when the master goes through the machine. During the year we keep each card on file, it is used in many cases 200 times, and occasionally even more. But we've never had to throw one away for quality of impression.

Many addressing jobs that pass through our shop involve only a few hundred mailing pieces. An advantage

Now...prepare all your offset masters by xerography ...even from halftones, photographs, and solid areas!

Now you can prepare any type of offset master by xerography . . . and from any original . . . even halftones, photographs, and solid areas.

A new, improved plate, used with xerographic master-making equipment, provides an inexpensive substitute for film negatives. It enables you to make all your offset paper and metal masters in your own plant . . . at tremendous savings in time and money.

No special offset paper masters are needed. Use any paper-master material you have in stock. And just consider some other advantages:

• Easy preparation of transparent and translucent intermediates for diazo reproduction • speedy production of lantern slides • longer duplicator runs • crisp, clean quality of runoff copies • dry process, no darkroom, no wet chemicals • all colors copied, even reds and blues • present use of xerographic tone tray enhanced . . . *at no extra cost* • your own offset-duplicating department feasible • confidential documents safeguarded.

Xerography copies anything written, printed, typed, drawn, or photographed • Enlarged, reduced, or same size • Copies onto many kinds of duplicating masters . . . metal, paper, or translucent.

Let us show you how the new, improved plate can help you realize significant savings yearly when used with xerographic master-making equipment and offset duplicating.

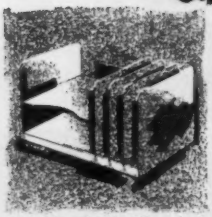
Write Xerox Corporation (formerly Haloid Xerox Inc.), 61-226X Haloid St., Rochester 3, N.Y. Branch offices in principal U. S. and Canadian cities. Overseas: Rank-Xerox Ltd., London.

XEROX
CORPORATION

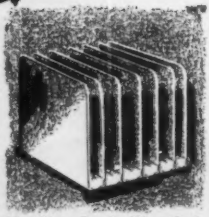
For More Information Circle No. 431

COUNT ON Sengbusch®
OFFICE AIDS
for quality in quantity!

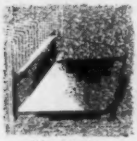
"BUILD UP" HORIZONTAL DESK TRAY. Use singly, as a pair, or multi-level. Eliminates parts, posts and clamps. Interlocks exactingly.



Flexible Steel Kleradesk —Model D. Occupies minimum desk space.



Flexible Steel Kleradesk Model 6V. Provides protective place for papers.



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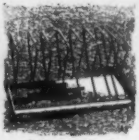
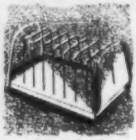


Adapto-Rack Sectional Organizer



Cata-Rack for Catalogs and Books

"Capillary Action" Handi-Pen Desk Sets

No-Over-Flo Sponge Cup

Ideal Sanitary Moisteners

Write today for full information and prices.

Sengbusch®
12-11 Sengbusch Building
Milwaukee, Wisconsin

For More Information Circle No. 277

of our addressing machine is that it can be set up for these runs in no more than ten minutes. Our old equipment required much longer; so much so that it was sometimes more economical to do a short addressing job by hand.

In some cases, the time consumed in pulling the needed masters from file, and in returning them afterward, can represent a substantial percentage of the total job cost. The machine eliminates much of this expense because it can address on a selective basis, without disturbing file sequence.

If a group of masters containing the names of each credit union officer and committee chairman are fed into the equipment, for example, they can be programed before the run begins to address literature only to those holding a particular position, such as the presidency. All other cards will be skipped when they pass through. There's a space along the edge of each tab card master for punching up to 12 notches. The machine scans this area electronically, and depending on the presence or absence of a hole in a given

COAT & HAT RACK
Mirror-like Chrome
1" tubular steel

36" Double Shelf $16.45

Single-Double-Triple Shelves. Attach on 16" stud centers. Wall & Floor Models 2' to 8'. Also Rows of Hooks—Wall Brackets and Floor Pedestals. Hangers—Open Hook $3.30, Closed Hook $3.90, per doz.
Immediate Delivery

BEVCO-Precision Mfg. Co. 831 Chicago Ave. Evanston, Ill.

For More Information Circle No. 278

You get more "Smileage" with MERCURY-LITH Blankets and Rollers

FOR MULTILITH PRINTING MACHINES

BECAUSE

They are precision-built for more accurate reproduction . . . Their exclusive Mercury coating material creates the world's finest inking surface . . . And they outlast ordinary rollers and blankets, because they are abrasion resistant, glaze resistant, and inks or solvents can't make them swell . . . Made to the same standards as the famous Mercury blankets and rollers for the world's largest lithograph presses.

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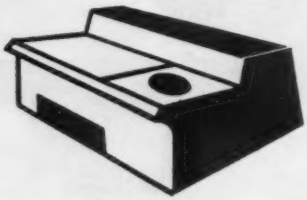
For More Information Circle No. 426

HEADQUARTERS FOR YOUR VISUAL COMMUNICATIONS SUPPLIES

for your typewriter use MULTI-PURPOSE®

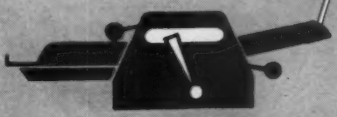
Old Town's multi-purpose ribbons—they're a natural in preparing copy for Offset, Diazo, Photographic or Thermal reproduction. Jet black reproduction...crisp, clear characters every time. Designed for correspondence typing and formulated to satisfy all typing.

for your copying machine use COPYMAKER®



Old Town's Copymaker (Type M) thermal copy paper. Here's a sheet that contains the two outstanding features you've been looking for. Simplicity and economy. It's made for use on your Thermofax machine and reproduces on heavier weight white stock in brown or black characters. Copymaker has longer file life and is uneffected by atmospheric conditions in your office or plant. All this and it costs far less—try it and see for yourself.

for your duplicating machines use cbp®



Old Town's CBP (Cobalt Blue Process). The only non-bleeding, non-staining, non-migrating duplicate carbon on the market. Out performs all others...greatly exceeds the reproduction capacities of your present multi-sets.

WHATEVER YOUR REPRODUCTION REQUIREMENTS—MACHINES, MULTI-SETS, RIBBONS, CARBONS—IT WILL PAY YOU TO REMEMBER THE NAME OLD TOWN.

Old Town Research and Product Development is providing better products for better visual communication.

Old Town

visual communication products by:

OLD TOWN CORPORATION
750 Pacific Street, Brooklyn 38, N. Y.

makers of

- carbon papers
- inked ribbons
- spirit duplicating machines and supplies
- copying supplies

For More Information Circle No. 439

position, it will print or skip. In the example described above, each position would stand for a given credit union executive office, and the machine would be programed to imprint only from those cards containing a "president" punch.

We have edge-punched some of the cards in our official list so that literature can be addressed selectively; it isn't necessary with others because of the way our mailing list file is arranged. Later on, we expect to make much greater use of the idea.

Our plan is to cover much of the space on our member tab card masters with holes denoting various statistical facts about the corresponding individuals. For example, we will show his age, whether he owns a car and when he bought it, the number and ages of his children. These punches will be read by an electronic sorter, which we plan to acquire.

Once the tab cards are punched in this fashion, we'll be able to address promotional literature with a high degree of selectivity. As an example, if a credit union wants to solicit auto loans from among its membership, we'll run its entire mailing list through the sorter and separate all those cards representing members who own cars that are, say, three or more years old. These represent the prime prospects for such loans. After the list is assembled, we'll send it through the machine and address the literature. The other punches will be used in the same basic way to isolate those members who will be most interested in various other types of promotions and announcements.

As necessary as a typewriter? W-e-l-l . . . No.

Perhaps the ASTRAL portable refrigerator is not as necessary to the well equipped office as a typewriter.

But more and more progressive business firms are discovering that an ASTRAL in the office can be as much an asset as any other piece of business equipment.

Office entertaining, often necessary, can become awkward and cumbersome. An ASTRAL makes it easy, pleasant and natural.

The convenience of portable refrigeration, offering refreshing soft drinks and fruits makes any executive's day more pleasant—and more productive.

And firms with ASTRAL refrigeration available to the general office, find a boost in employee morale—and a saving in time away from the desk during refreshment breaks.

To learn how an ASTRAL can fit into your office life write Dept. O-11.

MORPHY RICHARDS Astral

232 S. VAN BRUNT STREET, ENGLEWOOD, N. J.
For More Information Circle No. 284

New Products

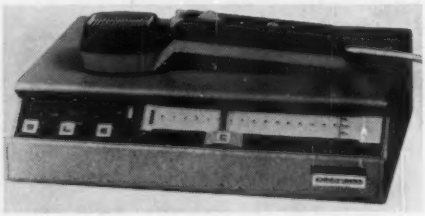
AUTOMATIC COLLATOR

Business Machines Div., Fairchild Camera & Instrument Corp., 20110 Detroit Road, Cleveland 16, Ohio, announces a fully automatic eight-station electric collator which takes up little space, and operates with speed, accuracy and simplicity. Fairchild Model RH-1, a friction fed machine, collates and staples 3000 units or 24,000 sheets per hour. Eight hoppers each accommodate a ream of paper. Machine

will handle most all paper ranges up to 8" x 14". Setup time is less than one minute when adjusting from one stock to another. Automatic miss and double-sheet detectors stop machine instantly to prevent errors. One person can feed and operate the 7½ sq. ft. machine. Construction includes a cast aluminum frame, welded structural steel chassis, steel outer housing. Standard equipment includes a metal table with utility shelf, offset stacker, electric double and missing sheet detector and automatic stapler. Entire unit is coated with hard-baked emerald green enamel. Cost is approximately $275 per station. For specifications and additional information, **Circle No. 137.**

DICTATING MACHINE

Memofax, Inc., 1828 East 14th St., Oakland 6, Calif., announces the Memofax dictating system which contains a device for noting the start and finish of each item dictated, and a means of locating instantly any additions, changes or corrections which the author wishes made. This and all other controls are on the microphone which controls start and stop of magnetic recording belt, playback, review, location of each letter and any changes, and a

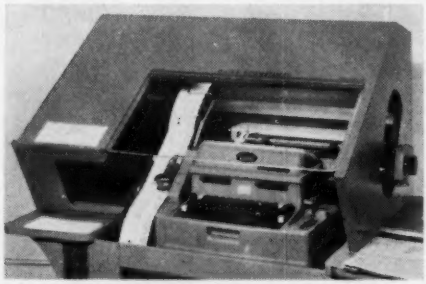


switch to pick up voice when microphone is on the desk instead of in the hand. Machines are fully transistorized for dictation or transcribing; no warmup required. Magnetic belt slips on or off quickly and can be used over and over. By removing snapout cartridge which holds transformer and replacing it with power pack containing four standard flashlight batteries, machine can be operated in car, train or plane. Compact and light, it can be carried in brief case or its own carrying case. Pre-grooved-magnetic belts allow locating the start or finish of any given letter, since belt can only be affixed to the drum one way, and pre-cut grooves automatically

position voice pick-up which must travel the same path each time belt is played. Echoes or voice shadows are eliminated. Secretary can transcribe from same machine which received dictation, or from another Memofax, since machines are interchangeable. Complete accessories are available. **For More Information Circle No. 131.**

SOUND CONTROL CABINET

Gates Acoustinet, Inc., Box 91-11B, Buffalo 23, N. Y., announces the Gates Acoustinet Model 1DP 200A which features a fine-line, modern cabinet design. Many of the design changes are the results of Gates sound engineers' findings in



the field. Restyling of the front area on an inward angle provides more shelf and work space. A ledge to secure copy placement has been added, in addition to an opening for easy hand accessibility for input material. These features provide more functional use of the Gates Acoustinet Model 1DP 200A, while efficiently stopping undesirable office machine noises as much as 75%. **For More Information Circle No. 165.**

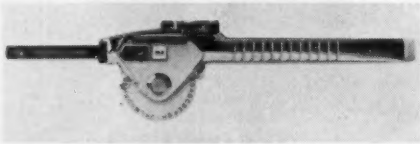
INTERCOM SYSTEM

Webster Electric Co., Communications Div., Racine, Wis., announces the 2500 Teletalk which eliminates individual amplifiers in each sending and receiving station through use of one small centralized amplifier. Units have extra compactness, ease of wiring and a "hands-off" answering advantage to anyone within 15 ft. Can be used as a desk or tabletop unit or flush mounted on the wall. Handling up to 11 different stations, it can be used for immediate conversation between two stations at a time. Any station in the system

can originate a call. A busy signal lights when system is in use or when a station is in operating position. Desk top unit 2510 measures 12″ wide x 5½″ deep x 3″ high and weighs 4½ lbs. Wall mounted units W2510 are much the same except front panel framing is brown steel. Unit fits into a provided steel box. Bezel is 13″ wide and 4″ high; box measures 12″ wide x 2¾″ high x 3¾″ deep so that entire unit mounts to standard wall depth. **For More Information Circle No. 170.**

LABEL MAKING MACHINE

Dymo Industries, Inc., 2950 7th St. Berkeley 10, Calif., announces an instant label maker, Tapewriter M-5, which pro-



duces on-the-spot, self-adhering plastic labels. It makes raised white letters on ten different colors of vinyl tapes to provide a highly flexible labeling and identification system. Priced at $24.95, and made

of lightweight aluminum alloy with a nylon plastic letter-number dial, it can be easily handled by file clerks. The 8½" long Tapewriter is magazine-fed, precision engineered and operates on the same principle as other Dymo units, producing ⅜" wide labels. After user dials the letter or number desired, she presses the handle and letter is embossed on colored tape in contrasting white. A built-in cutoff blade trims finished label to exact size. M-5 vinyl tapes come in a magazine that slips into the unit for easy changing of tape colors. Magazines are available with red, yellow, green, blue, gray, brown, black, orange, gold and clear tapes at $1.25 per roll. Range of colors provides a complete color coding system. For illustrated brochure, **Circle No. 163.**

ID PASS CAMERA

Natural Lighting Corp., 630 S. Flower St., Burbank, Calif., announces the Color-Tran Foto-Sure Camera which uses standard Polaroid 300 film to produce a security pass or identification badge immediately upon hiring a person, eliminat-

ing laboratory processing. It also can be used for check cashing identification and promotional purposes. Unit contains lights needed for photographing the subject and simultaneously superimposing photo onto a pass form at time of exposure. Subject is framed in optical viewfinder and there is accurate alignment of subject and pass form. Lens has wide focusing tolerance. Any kind of writing, including pencil, may be recorded. When combined with Color-Tran laminating equipment, unit will produce tamper-proof badges. Camera measures 21½" x 12" x 15" when stored in case, weighs 25¼ lbs. Subject illumination is standard 500 watt R 40 lamp which draws 4.5 amps at 110-volts. Price of unit ready to operate is $700. **For More Information Circle No. 143.**

PAPER JOGGER

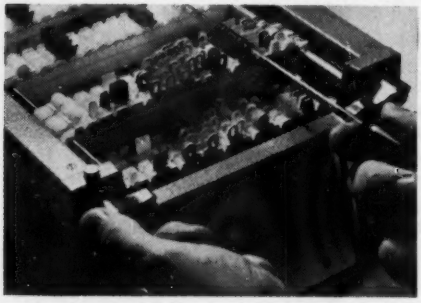
Syntron Co., 715 Lexington Ave., Homer City, Pa., announces Jogger Model CPJ-60, largest single action, table deck unit manufactured by the company. The jogger's electromagnetic drive quickly and easily aligns lifts of paper weighing up to

125 lbs. It is portable and has 1120 sq. ins. of jogging surface so that two people can use it simultaneously. One of its principle applications is jogging lifts of pages in bindery preparation. For complete data and specifications, **Circle No. 155.**

CARD RECORD SYSTEM

Practa Data-Card System, 557 E. Walnut St., Pasadena, Calif., introduces the Practa System for card records containing many significant entries which must be coded but where the volume of cards is too small to warrant the use of data processing machines. In addition to as many as 34 positions and 14 colors for

visual signaling, card records can be needle sorted or separated with a selector frame. A selected group of cards can be worked while the original order of all cards in the file is maintained. Cards hang on frames



holding 200, 400 or 600. Existing card records can be converted to the Practa System, without transcription of data, by attachment of Practa adapter cards. **For More Information Circle No. 148.**

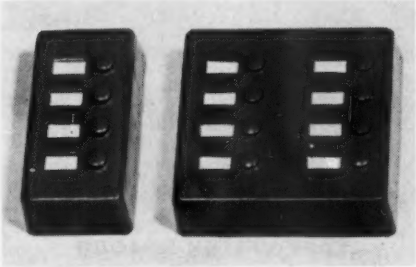
ADDING MACHINE

Victor Adding Machine Co., Dept. PAR-237, 3900 N. Rockwell St., Chicago 18, Ill., announces a wide carriage adding machine that combines both posting and

figure work. Desk-size machine has 3½" of carriage space for insurance forms, deposit and withdrawal slips. Available with ten-key or full keyboard and automatic credit balance with total or subtotal key. Changes from tape to forms in ten seconds. Operator disengages tape, inserts form, lifts cover and re-engages tape. Memo writing table for notations while tape remains in machine. Standard vertical spacing, six to the inch, as a typewriter. **For More Information Circle No. 108.**

PUSHBUTTONS & BUZZERS

Suttle Equipment Corp., 135 S. LaSalle St., Chicago 3, Ill., announces pushbuttons in one, two, four and eight button sizes in blue-beige color. SE-559W (two button), SE-561W (4-button), and SE 565W (eight button) units are available with a 6-ft. 22-gauge cord. Standard Suttle connecting blocks and backboards may be used. Also available is the SE-7 high quality sturdy

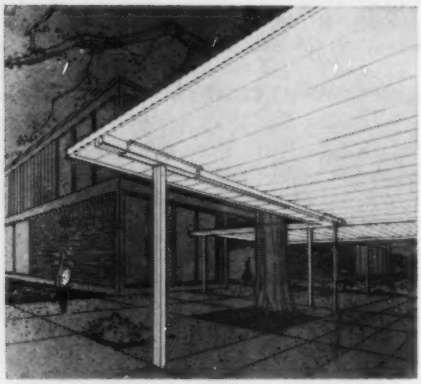


buzzer made under Western Electric Co. patent license, for DC or AC operation. It has silver contacts and reed mounted armature with a flat retractile spring and stop. Used with the SE pushbutton series for audible signaling requirements in offices, factories and hospitals. For literature, prices and operating details **Circle No. 130.**

STEEL CANOPIES

Armco Drainage & Metal Products, Inc., Dept. CP, Middletown, Ohio, announces steel canopies that offer low-cost weather protection for walkways and parking areas. Available in some sizes for 70c per sq. ft., plus freight and erection. Made in a wide range of sizes: widths from 6 to 40 ft., and heights from 8 to 14 ft. Length is unlimited. Low cost results from use of economical mass-produced steel compo-

nents and cantilevered design that reduces weight requirements. Roof is made of Steelox panels available in steel coated with zinc or aluminum to resist corrosion and reflect sun's rays. Heavy gauge,



painted supporting posts and beams have box-like cross section for extra strength and provide a conduit for wiring. Canopies are delivered complete with structural system, roof, bolts and combination gutter-facia enclosing all four sides of roof. **For More Information Circle No. 158.**

TAPEWRITER-READER

Eichner Organisation, Unterlindau 21-29, Frankfurt am Main, West Germany, announces the Eichner-Tronictyper which

combines an electric typewriter, eight-channel tape punch and photoelectric tape-card reader in a single unit. All alphanumerical and functional keys on the typewriter are reproduced in punched paper tape or edge punched cards simultaneously with the normal typing operation. At the touch of a switch, typing can be reproduced at 800 strokes a minute for automatic forms writing. Variable data can be added at any point. Error corrections and deletions are easily made either at time of original typing or by producing a second tape while machine reads original tape. Control keys in front of typewriter keyboard light up to indicate machine has accepted the instruction. Adequate work surface is provided by the modernly styled desk unit. **For More Information Circle No. 147.**

TABLES & CHAIRS

All-Steel Equipment, Inc., 600 Griffin St., Aurora, Ill., announces the 2300 line of reception area furniture featuring modern styling and decorator-coordinated

colors. It includes single chairs and two- and three-seater units, with or without arms, plus five table styles. Basic chair can be used alone or as a left or right-hand unit joined in a group of two, three or more chairs. Choice of 13 finishes or brushed chrome on chair frames and upholstery in a wide selection of colorful decorator fabrics and Naugahydes. Tables have self-edged laminated tops in Textolite or Formica and either painted or brushed chrome frames. **For More Information Circle No. 109.**

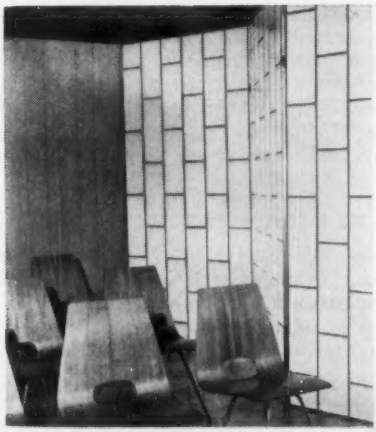
DRAWER-SHELF FILE

Wheeldex & Simpla Products, Inc., 1000 N. Division St., Peekskill, N. Y., announces a side opening, ball bearing suspension drawer file in correspondence and legal sizes. Shelvadrawer simultaneously serves the dual functions of drawer file, drop filing and side access shelf filing. Short side, quick pullout fully exposes contents

to save time and energy. Two clerks may have simultaneous access to material in one cabinet. For fast random in-and-out, all levels may be used as open shelf files. For volume or concentrated work, one can pull out the Shelvadrawer and drop file. Available open or completely closed with lock. Immediate and direct transfer from present drawers or shelves with no new system to install and no new supplies to buy. Available in all-welded units, three, five, or seven levels high. For brochure, "Shelves that Come to You," **Circle No. 138.**

ROOM DIVIDER

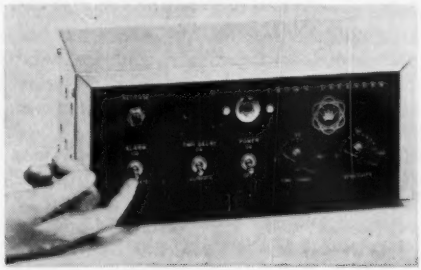
Kalwall Corp., 43 Union St., Manchester, N. H., offers a temporary partition system to meet the need for a rapid and flexible method of dividing conference and other office areas. It consists of Kalwall translucent panels joined by special clips that can be installed with a screwdriver. Panels, made with fiberglass plastic sheets bonded to an aluminum grid, are structurallly strong, and light in weight. The 4 x 8 ft. x 1-9/16" thick panels weigh only 48 lbs. and can be stored and trans-



ported by one or two men. Translucent face allows high light transmission between adjoining areas. Faces are resistant to damage during erection and dismantling because of their high impact strength and tough, durable surface. Smooth, nonporous Kalwall panels are easily maintained. Dirt and grease can be rapidly removed with an ordinary household detergent. Panels come in standard 4 x 8 ft. and special sizes upon request. A wide variety of decorator colors is available. **For More Information Circle No. 129.**

PROXIMITY ALARMS

Crown Electronics Co., 4447 N. Central Expressway, Dallas 5, Texas, announces the Crown Defender which creates an



invisible electronic shield around unattended objects, rooms or entire buildings. Upon intrusion, it activates an audible alarm, turns on floodlights, starts a movie camera or notifies police by a telephone recording. Electronic activator unit, which uses proximity fuses, automatically compensates for atmospheric changes in pressure, temperature and humidity, and for gradual physical changes in the area it is guarding. Can be rented or purchased, with accessories. **For More Information Circle No. 116.**

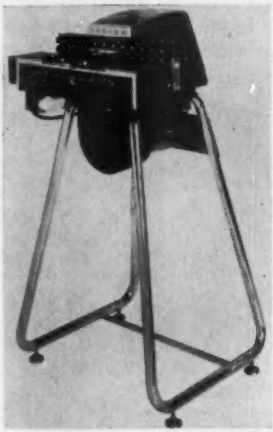
PORTABLE REFRIGERATOR

Norcold, Inc., 5111 W. Washington Blvd., Los Angeles 16, Calif., announces a compact portable refrigerator that is both a piece of office furniture and an appliance. The Bartender refrigerator has a genuine

walnut cabinet which adds a distinctive touch to the office. Doctors and dentists can use it to store pharmaceuticals. Available with legs and casters, making it easily movable. It has ample capacity and holds tall bottles. Shelves are removable for various arrangements, and ice cubes are made quickly. Alcohols and other liquids will not stain or mar the finish. Operates silently from any 110-115 volt AC or DC outlet. Unit is 33″ high with legs and casters (21¾″ without legs and casters), 21½″ wide and 21¼″ deep. Retails at $199.95. **For More Information Circle No. 134.**

HOSPITAL PLATE EMBOSSER

Dashew Business Machines, Inc., 3655 Lenawee Ave., Los Angeles 16, Calif., introduces the Dashew Datatyper which embosses plastic or metal patient identifi-



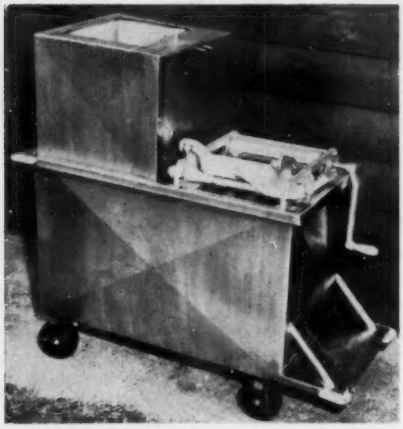
cation plates interchangeably, and can be operated in any part of a hospital by inexperienced personnel with as little noise as a typewriter. Optical keyboard produces up to 80 four-line plates an hour by personnel without typing experience. The Datatyper weighs 70 lbs. and occupies 18″ x 23″ floorspace. It can be moved from one area to another and is powered by a small, quiet electric motor. Equipped with an optional code punch so that plastic plates may be embossed and coded for use with electronic data processing equipment. **For More Information Circle No. 139.**

COPYING MACHINE

Photostat Corp., 1001 Jefferson Road, Rochester 3, N. Y., introduces the Photostat Copier 14 which combines light exposure and ready-to-use developer to provide permanent bond quality copies of any original regardless of color. Companion to the Copier 9, it will produce copies 14″ wide by any length for engineering and accounting departments where wider copies are necessary. **For More Information Circle No. 120.**

FLOOR WASHER

Cummins Chemical Co., Box 9117, Arlington 9, Va., announces a device for cleaning office and institutional floors. Cleanmaster, a portable mopstand, is constructed of welded stainless-steel with three compartments, one for clean water and cleaning solution, another with a wringer,



and a third to hold dirty water and waste material. Completely portable and ideal for small as well as large areas. Soiled water may be drained and a new cleaning solution added within seconds. Cleanmaster also can be operated as a stationary mop sink as well as a mobile mop cart. Its dimensions (21″ x 38″) fit standard utility closets. Capacity is 20 gals. **For More Information Circle No. 145.**

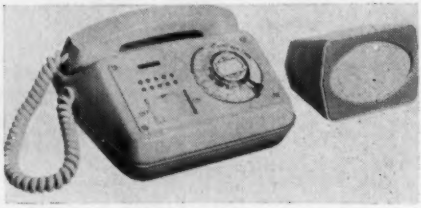
PAPER SHREDDER

Shredmaster Corp., 384 Woodcleft Ave., Freeport, N. Y., announces that its Bantam 10 paper shredder is available with specially hardened alloy steel cutters or knurled cutters in standard or specially hardened steel as optional features. Knurled cutters eliminate slippage and clogging when plastic address plates, credit cards or carbon paper are destroyed. Hardened, alloy steel cutters eliminate the need to remove paper clips before shredding. Bantam 10 is a smartly styled, compact, portable paper shredder for quickly, safely and quietly destroying confidential matter. Specifications are: throat, 10″; width of shreds, ¼″; capacity, up to 120 lbs. of paper per hour; power, ¼ hp.

110-volt AC, reversible. Input table is slanted for gravity feed. Housing is tough, dent and abrasion proof and streamlined in office gray finish. Mounting is soft rubber for quiet, vibrationless operation. **For More Information Circle No. 123.**

AMPLIFYING TELEPHONE

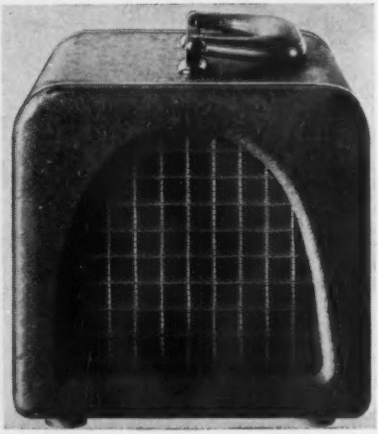
Automatic Electric Co., Northlake, Ill., announces the Speakerphone Executive Model which combines improved transmission with new design. Partial gain-switching of circuits reduces possibility of



microphone-speaker feedback. Circuits are arranged so that microphone is automatically muted, but not completely cut off, when speaker circuit is activated. Conversely, speaker volume is reduced when microphone is in use. The microphone, housed in the base, is a sensitive, wide-angle instrument that picks up conversation from anywhere in a normal size room. Fast "attack" time is obtained by switching electronically. **For More Information Circle No. 127.**

AIR PURIFIER

Tubin Electronics, 905 S. Vermont Ave., Los Angeles 6, Calif., introduces a portable machine that generates negative ions to clear the air. It is claimed that fatigue and nervous tension can be reduced by negative ionization of air molecules, in addition to providing relief from symptoms of respiratory disorders. Machines are said to adapt to private offices,



conference rooms, confined areas and general working quarters, increasing efficiency of workers, even in the presence of air conditioning which generates positive ions. Called Ion-O-Matic Air Improver, it weighs 8 lbs., occupies a space 10″ x 7″ and is said to generate in excess of 200 billion negative ions per second per cubic centimeter of air. Price is $79.50. **For More Information Circle No. 107.**

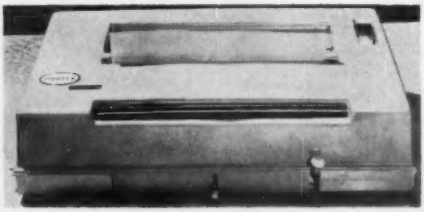
CHAIRS

Horness, Inc., Three Oaks 7, Mich., makes aluminum chairs for office and institutional use. The Horness FM series is styled in clean, simple, modern lines and features satin-finish aluminum frame, Polyfoam cushions and choice of fabric or vinyl upholsteries in a wide range of colors and textures. Four basic chairs of coordinated design include executive swivel chair, matching armchair, armless occasional chair and secretary posture chair. There is also a series of lounge furniture consisting of lounge chair, backless cushioned seat, planter and three tables, all available as free-standing or add-on units which can be arranged in a wide variety

of groupings. Hand-finished satin aluminum is protected with a clear, hard, baked-on plastic outer finish. Swivel bases are cast of extra strength aluminum alloy and have self-lubricating nylon bushings for smooth swiveling. Cushions are molded Polyfoam for long-lasting resiliency. Upholsteries are durable, long-wearing vinyl and fabrics in a complete range of colors in various solid, two-tone and "mix n' match" combinations. For color brochure, **Circle No. 136.**

COPYING MACHINE

Photek, Inc., Box 1553, Providence 1, R. I., announces the Photek Expediter 15, an enlarged version that copies wider originals than the $99.50 Expediter 10.



Priced at $149.50, the new model has total pushbutton control, clean handling and a disposable plastic cartridge which contains the necessary chemicals elimi-

For More Information Circle No. 180→

Go ahead. The typing is for real.

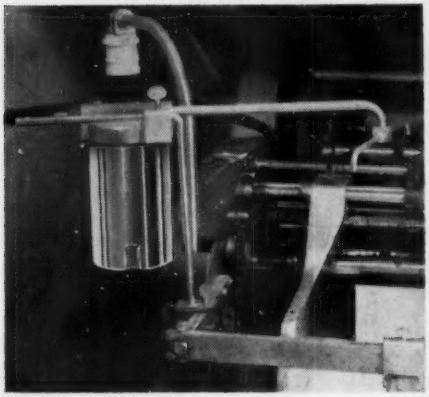
ERASE ON THIS NEW CHAMPION BOND

This is 20 lb. Champion Bond

nating all handling. Developer life is extended in the air-tight cartridge. Due to its larger size, it will accept a cartridge containing 48 oz. of fluid. This diffusion transfer machine copies all written, drawn, pencilled, typed and stamped originals, in any color, producing maximum contrast, permanent, sharp black-and-white copies. **For More Information Circle No. 135.**

ANTI-OFFSET SPRAY GUNS

Easy-Flo Spray Co., 544 W. Colorado St., Glendale 4, Calif., announces spray guns to prevent ink offsetting on both offset and letterpresses. Its powder mixing



head provides a spray that leaves a soft, velvet-like surface on paper instead of one that is hard and rough, saving time and waste both in printing and binding. An anti-clog characteristic enables Easy-Flo to stay soft, fluffy and separated, even in damp and humid weather. There are units for small, medium and large presses, starting at $64.45. Multilith and Davidson models are $69.85. **For More Information Circle No. 168.**

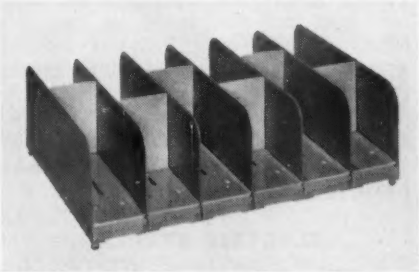
DUST MOP SERVICE

Masury-Young Co., 76 Roland St., Boston 29, Mass., offers its Myco dust mop rental service from more than 85 franchised industrial laundries covering over 90% of the country. Lightweight Myco dust mops are easy to handle and are flat to fit under desks, heavy furniture and machines. Mop heads in 52", 38", 30" and 22" sizes can be locked into fixed or swivel positions. After each launder-

ing, mopheads are treated with an electrostatic agent that penetrates mop fibers, causing them to draw dust and dirt into the treated strands. Myco S-45 dust control agent prevents fungus and bacteria growth. Franchised laundries provide mops, frames, handles; pick up soiled mops and deliver cleaned ones. Customer pays only cost of cleaning. **For More Information Circle No. 146.**

ADJUSTABLE FORMS RACK

Sengbusch Self-Closing Inkstand Co., 2222 W. Clybourn St., Milwaukee 3, Wis., announces the Appli-File compartmented



desk rack with a slotted 2½" wide floorboard and sliding partition. This permits sliding the partition to any position on

←For More Information Circle No. 180

the floorboard and tightening it with a head-screw and wing nut. The floorboard permits expansion to 3½" width in each compartment. Appli-File has many uses to assist in machine accounting, such as systematically sorting and holding accounting and record cards, and checks of different widths and lengths. Appli-Files come in green, gray, desert tan and mist green. Model A with six compartments sells for $27.50; individual floorboards with partition are $2.25 and a partition with bolt and wing nut is 45c. **For More Information Circle No. 175.**

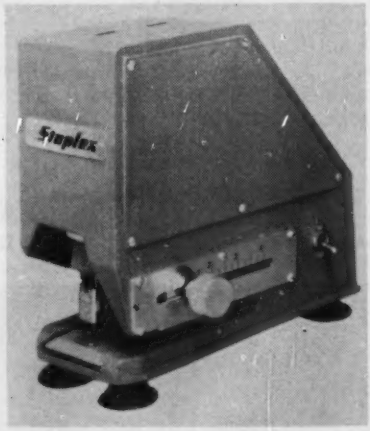
MACHINE STAND

Tiffany Stand Co., 7350 Forsyth Blvd., St. Louis 5, Mo., makes the Model 6000 office machine stand which offers strength,

rigidity, and stability. Available with either one drop leaf (as shown) or two drop leaves (Model 6002). Easy to assemble with just a few screws in a few minutes. Provides operator comfort, appearance, portability and retractability. The 6000 and 4000 series also have modesty panels at rear of stand. **For More Information Circle No. 141.**

ELECTRIC STAPLER

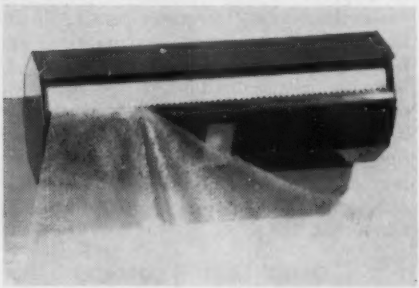
Staplex Co., 775 Fifth Ave., Brooklyn 32, N. Y., announces redesign of its S54 electric stapler. Plugs into any standard 110-volt AC outlet; also available for DC and 220 volts. It will staple 25 sheets of 20-lb. paper or equivalent instantly, as fast as the work is fed to it. Savings up to 65% in time are said to be expected over hand



stapling. Operated by a solenoid with no complicated internal parts or motor. Fully adjustable to 4¼" stapling reach. Uses standard staples. **For More Information Circle No. 117.**

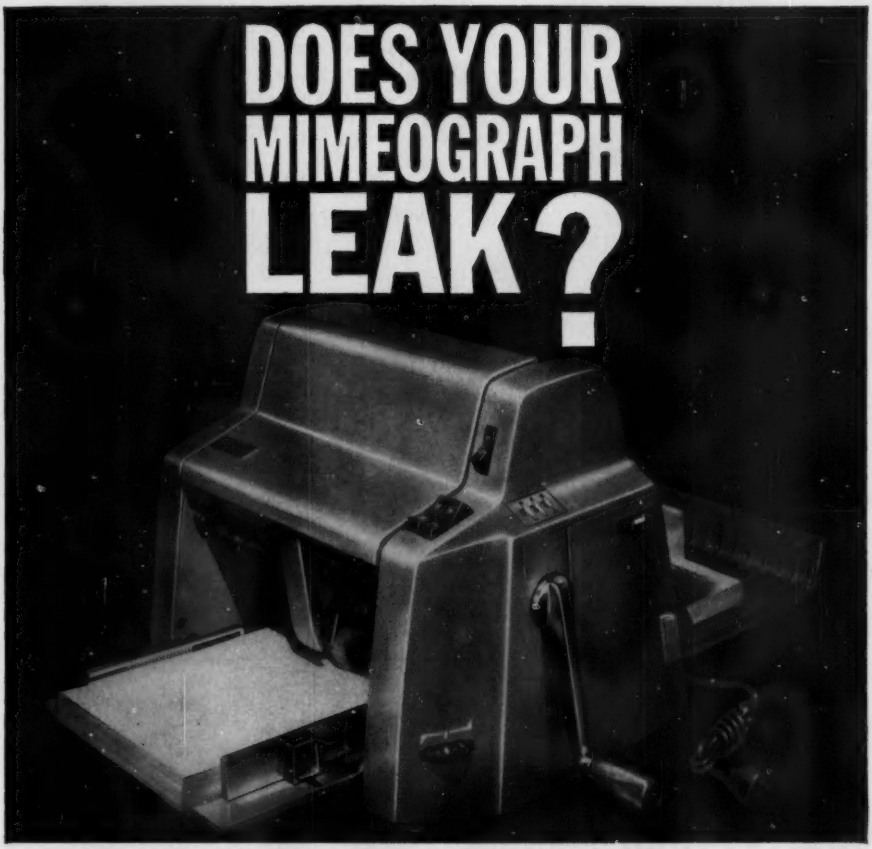
DUST CLOTHS & DISPENSER

Minnesota Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn., offers a metal dispenser free in a Scotch brand 550 dusting fabric deal. The offer, which began



Oct. 1 and runs for 90 days, consists of 12 rolls of fabric and the F-50 octagonal dispenser which loads from either end and mounts at any angle. Each roll of dusting fabric has 60 perforated 12" x 18" dusters. **For More Information Circle No. 169.**

DOES YOUR MIMEOGRAPH LEAK?



Does your secretary get messy whenever she uses the mimeograph? Does she have to clean it for each job even when you're rushed? Are copies fuzzy and indistinct? If your answer is yes, **see the new Bohn Rex-Rotary** twin cylinder, paste ink mimeograph. It's the first really clean mimeograph; never leaks, stays clean, always ready for instant use. Always produces clean, sharp, printing-press quality copies. AND it sells for far less than other first quality mimeographs. Mail this coupon **today.**

BOHN DUPLICATOR COMPANY
444 Park Avenue South, Dept. C-18
New York 16, N.Y.

☐ Please arrange a demonstration in our office without obligation.

☐ Please send further information, including portfolio of samples printed on the Bohn Rex-Rotary.

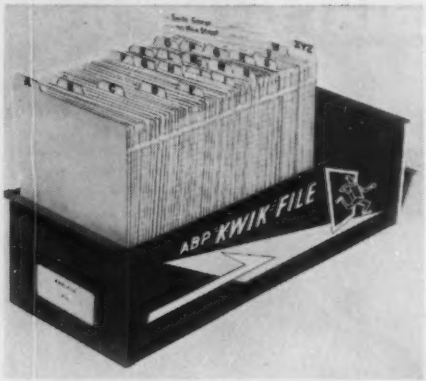
NAME_____ COMPANY_____

STREET_____ CITY_____ STATE_____

For More Information Circle No. 412

CHARGE ACCOUNT SYSTEM

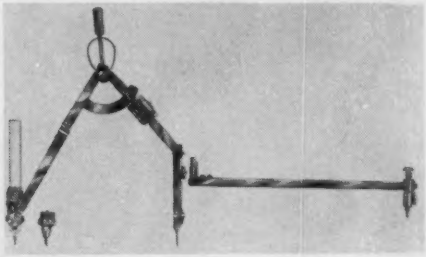
Automatic Business Products Co., Willimantic, Conn., offers the Kwik File charge account system. Each time a charge is written up, user files the sales slip in



the self-contained folder assigned to that particular customer. When convenient, this information is posted on the face of the ledger ruled folder as a permanent record. At the end of the month entries are tallied and total transferred to a statement for mailing. Kwik File blue steel file with follower block comes in two sizes. Regular size accommodates most standard charge slips and ledger records. Jumbo size holds slips up to 5¾″ wide by 8½″ high. Maximum capacity is about 400 account folders. Regular size is $17.60; Jumbo, $21.20. **For More Information Circle No. 122.**

COMPASS

Koh-I-Noor, Inc., Bloomsbury, N. J., announces a compass and compass beam attachment for use with Rapidograph



MAIL CART!

To Increase Your Mail Operation Efficiency!

$47.50

Model LS-2

Companies throughout the country are using this double deck chrome-plated steel distribution cart, to categorize incoming mail for quick, error-free delivery. Lower basket for outgoing mail. Both baskets removable.

Basket Size: (Upper) 17¼"x 25"x 11" (Lower) 17½ x 25 x 8 • Frame: Chrome plated steel • Baskets removable • Terms: 1% 10 days, net 30 days • F.O.B. Detroit • Shipping weight: 33 lbs.

FILE HOLDERS TO FIT GUIDE BARS $ .24 EACH

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MANUFACTURED BY

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For More Information Circle No. 315

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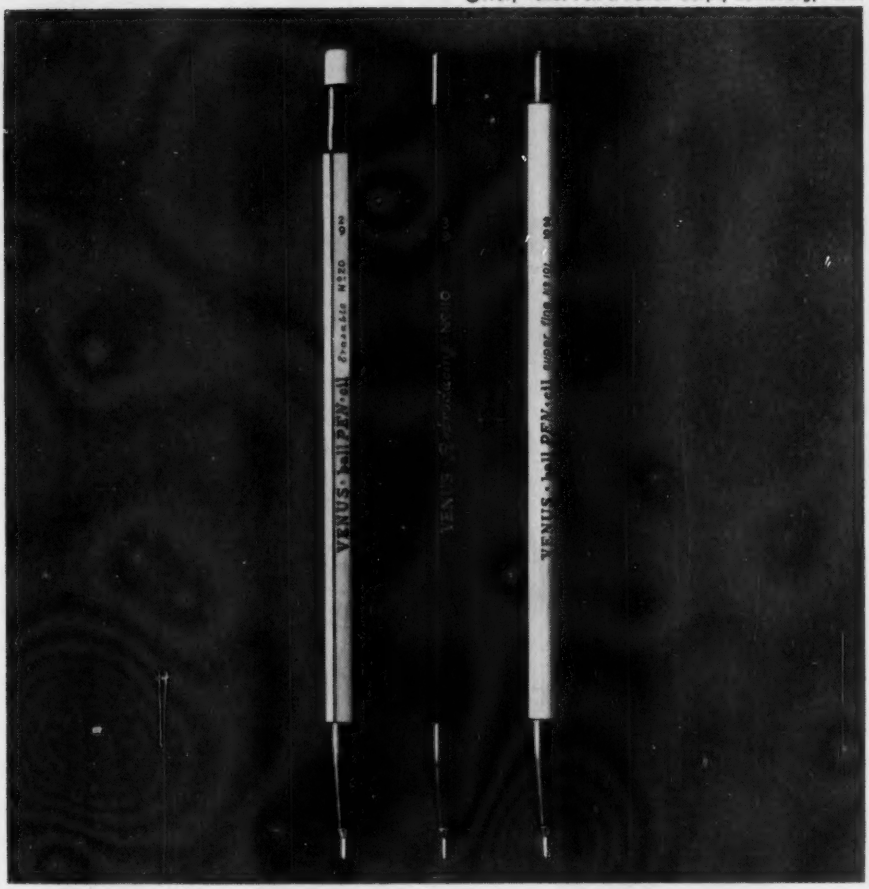


Try them. They're on us.

They're three specialized Venus ball *PEN* • cils® you'll want to try out in your office: *Super Fine*, for bookkeeping and extra fine writing. *Erasable*, with eraser. *Reproducing*, for use with all office copying machines. You can get all three free with your next order of 3 dozen Venus ball *PEN* • cils (No. 10-3D) with either blue or red ink.

Mail this coupon to your Stationer:
Please send me the following packages in Venus' Department Test Offer No. 10-3D.

_____ No. of Packages (Blue ink)
_____ No. of Packages (Red ink)

Venus' Department Test Offer contains 3 dozen regular Venus ball *PEN*•cils in blue or red ink, PLUS three free samples for testing: Super Fine (39¢), Reproducing (39¢) and Erasable (29¢).

0-11

NAME_____

COMPANY NAME_____

ADDRESS_____

CITY_____ STATE_____

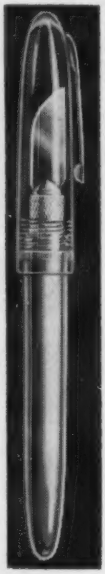
THIS OFFER GOOD FOR LIMITED TIME ONLY

For More Information Circle No. 413

interchangeable drawing point sections. Koh-I-Noor Rapidograph-Compass No. 3175 is a precision engineered ringhead bow compass with a special quick-setting device for use with either the Rapidograph drawing point sections or with graphite leads. Beam attachment No. 3175-B, for making large circles, assures completion of the largest circle because of ample ink supply. **For More Information Circle No. 128.**

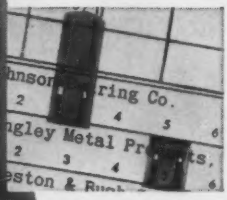
OFFICE KNIFE

X-acto, Inc., 48-41 Van Dam St., Long Island City 1, N. Y., offers an office knife for chores ranging from correcting stencils to making invisible erasures. The 3-ST Penknife is pen-shaped with a gold finish metal barrel, plastic screw cap and pocket clip. It can be used at the desk or carried in the pocket. Used as an eraser to produce clean, smudge-free and virtually invisible erasures on legal documents, forms, etc., it comes with a surgically sharp blade. Gentle scraping removes the error without smudging paper or



streaking adjacent characters. It takes but a few seconds to insert a new interchangeable blade. **For More Information Circle No. 159.**

Graffco
SIGNALS
for every type of file



Shown here is the #90 Cellugraf Signal. It features an opaque plastic writing surface which accommodates special notations such as numbers, letters, etc. Twelve standard colors. Graffco Signals bring facts to life.

GEORGE B. Graff COMPANY

54 Washburn Avenue, Cambridge 40, Mass.

For More Information Circle No. 235

Brand New COPIER

Photo-Master X-200

copies anything . . . in seconds
gives more dollar per dollar value
than any other copier

Big Handy Size: 9" throat takes 9" sheets up to any length.

Unsurpassed black and white copies — sharp, clean, permanent — *in seconds*, for *pennies!* Improved new Photo-Master X-200 copies *anything* printed, typed, drawn or duplicated. Photographic accuracy looks like original copy, saves checking, prevents mistakes, speeds your daily work.

No mix . . . No fix . . . No trix . . . No delay

New finger-tip lever instantly "automates" action in the *pre-mixed* developer cartridge . . . automatically fills tray . . . automatically drains developer back into cartridge when your copy is made. Developer keeps fresher, cleaner, lasts up to 4 times longer.

More "do" per dollar:
Everything expensive but the price. Compare it with all others . . . you'll buy X-200!

Small "Desk-companion":
Easy to carry, too. Only 12" deep, 19" long, 7½" high . . . and so beautiful! Deluxe design. Beige-and-metallic-green finish.

Write for name of your nearest dealer.

Exclusive Canadian Distributor
General Photographic Products Co.
1534 13th St., Regina, Sask.

For More Information
Circle No. 195

FORMFOTO Manufacturing Co.
146 Home Avenue • Villa Park, Illinois
Phone: TErrace 3-8330

MAP BIN FILE

THE LOW COST WAY TO FILE ROLLED MAPS, DRAWINGS, TRACINGS, ETC.

Heavy gauge steel bin, baked enamel finish, protective rubber bumper all around. Rolled items quickly located and refiled. Ideal in a limited working area.

40 HEAVY-DUTY CARDBOARD TUBES, 2" DIAM., 36" LONG.

BIN: 22 x 9 x 27 3/8

WITH FREE PLASTIC COVER

ORDER TODAY — SHIPPED FROM STOCK

F.O.B. TULSA, OKLA.

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Just load ordinary paper on the feed table . . . the Heyer Conqueror feeds, prints, counts, stacks 110 copies per minute *for pennies per run.* Prints 1 to 5 colors at one time on thin papers, cards, even newsprint, sizes 3 x 5 to 9 x 15 in. Duplicator manufacturers since 1903, Heyer has developed many important features others can't match. Nationwide sales and service by 1247 authorized dealers. Fully Automatic Electric Model $299.50, Hand Operated Model $214.50, plus tax. HEYER INC., 1821 S. Kostner Ave., Chicago 23, Ill.

FREE! *Memo Pad with your name on each sheet—Our demonstration by mail*

HEYER INC., Dept. 11-61

1821 S. Kostner Ave., Chicago 23, Ill.

Please send my free memo pad and information on the Conqueror Spirit Duplicator. I understand there is no obligation.

NAME_____

FIRM_____

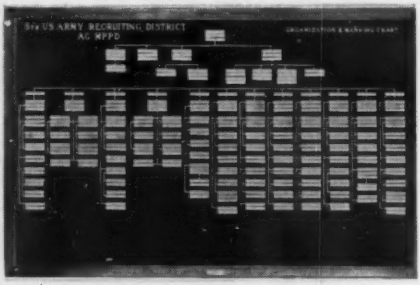
ADDRESS_____

CITY_____ZONE____STATE_____

For More Information Circle No. 311

CONTROL BOARDS

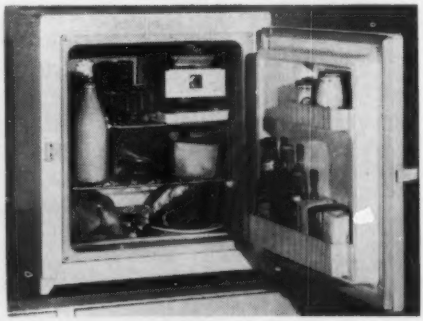
Management Control Charts Co., 1731 N. Wells St., Chicago 14, Ill., offers the Coffield Interchangeable Organization and Manning Chart. Company name, date, etc., are quickly set up with diecut plastic letters and figures. Vertical and horizontal



lines, plain and dotted, are provided. Backgrounds are pressed wood, grooved horizontally on ¼" centers and covered with felt in maroon, green or black. Frames are walnut, birch, light or dark oak, or limed silver oak. Transparent plastic windows in many standard sizes hold typed paper strips with job titles and names of personnel. Strips can be easily typed on any typewriter and inserted as changes in personnel occur. There are sizes to fit any organization structure. For complete information, write above address.

REFRIGERATOR

Instamatic Corp., 530 McDonald St., Elkhart, Ind., announces the Dometic LB16 2 cu. ft. table model refrigerator



The line with the right paper for each job !

The MACKINAC trade mark is the symbol of the BUSINESS PAPERS line that spans the field—providing exactly the right paper to work fast and accurately on high speed office printing and duplicating machines. You get unprecedented results, because MACKINAC Job-Ready Papers are designed for job perfection. You have a choice of white and six bright colors in six grades: VELLUM is available in white only. Sizes: 8½ x 11 and 8½ x 14.

The 7 Grades of MACKINAC Business Papers are:

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For More Information Circle No. 428

THE COMPACT IDEA HAS COME TO OFFICE TYPEWRITERS

The Compact Electric by Smith-Corona Marchant: $249 (about the price of a manual.)

■ No need to buy a manual office typewriter – when you really want an electric. Now there is a full-powered electric for about the same price as a manual.

■ This is the new Smith-Corona Marchant Compact 200—world's only compact electric. And it's full-featured, too. For example:

■ A 12-inch carriage and 88-character keyboard give you more work capacity than 90% of all typewriters in use. It has an automatic carriage return, an automatic repeating space bar, dash, underline, dot, cross-out key.

■ There is no waste space inside the Compact 200. American engineering has squeezed it all out. The result is a remarkably strong, precision-built machine. Another result is a remarkably low price: $249 (about half the price of ordinary electrics).

■ The Compact 200 comes in three handsome decorator colors and over thirty crisp type styles.

■ So forget about manual machines. Ask to see the new SCM Compact 200. Or, if you like, order now. A coupon is on the opposite page.

*Plus tax

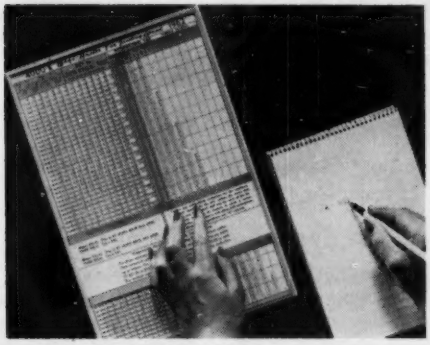
SCM SMITH-CORONA MARCHANT

410 Park Avenue, New York 22, N. Y.

with brackets for wall mounting if desired. It operates on dual voltage 12/110, DC or AC by a simple switch of plugs which are furnished. A freon filled foam insulation is used to increase interior capacity and reduce overall size. The insulation requires less wall thickness and provides maximum usable storage space. Has no moving parts and operates without noise. Thermostatically controlled for economy. Dimensions are: 20⅞" high x 19½" wide x 21" deep. Weight is 54 lbs. **For More Information Circle No. 164.**

PAYROLL TAX COMPUTER

Graphic Calculator Co., 633 S. Plymouth Court, Chicago 5, Ill., offers an inexpensive aid for quick computation of FICA (social security) tax and federal withholding taxes. Changes in 1962 tax rates, increased wage scales, and additional exemptions are incorporated in 1962 Wage-Master Tax Finding Boards. The 9" x 13" board consists of a practically indestructible plastic frame which holds easy-to-read tax tables on both sides. Users have



choice of pay periods: weekly, bi-weekly, semimonthly or monthly. Also two-deduction tables which list FICA and withholding taxes separately or one-deduction tables to save postings by combining FICA and federal withholding taxes into one figure. Table contains two sections (side-by-side) for incomes up to $4800 and incomes exceeding $4800. Tilt-proof plastic slides line up columns for quick, accurate reading. Clear plastic sheets protect

IN ONLY SIX MINUTES: THE MOST CONVINCING (AND SURPRISING) TYPEWRITER DEMONSTRATION YOU HAVE EVER SEEN!

We'd like six minutes—no more—to show you the Compact 200. Just tell us which day you'll be free. Or send in your order now.

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☐ I'd like to see your six-minute demonstration at _____

on _____

Send _____ (quantity) new Smith-Corona Compact 200 typewriter(s).

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

For More Information Circle No. 387

waste paper space saver . .

Rubbermaid
SLIM JIM WASTEBASKET
big capacity takes little room

Between desks, on wall, in washroom—all small space, large waste needs. Unbreakable plastic, rust and dent-proof. Noiseless, sanitary, easy to clean—no dirt-catching corners or seams (steam cleanable). Takes wet or dry waste—even cola drippage. Makes economical buy for attractive long service.

20" x 10" x 30" high : grey or white

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OR WRITE— Rubbermaid®
RUBBERMAID INC. COMMERCIAL DIV.
WOOSTER, OHIO • COOKSVILLE, ONT.

For More Information Circle No. 232

tax tables. Boards fit easily into a desk drawer and occupy small space when in use. A ruled blank form for entry of state income tax figures slides out from beneath printed tax table for easy reference. Figures can be transferred from state income forms to Wage-Master blank in less than 30 minutes. Each Wage-Master retails for $12.95 with money-back guarantee. For brochure, **Circle No. 157.**

MACHINE STANDS

Luxco, Inc., LaCrosse, Wis., announces contemporary design and budget prices in two Luxco office machine stands. Both the Luxco B100 and B100E offer a 30%

improvement in leg room. The leaf design offers greater strength and ease of operation. Equipped with 2" easy roll casters. Available in gray and desert sage, electrostatically applied sprayed enamel. Model B100E has retractable casters. **For More Information Circle No. 174.**

BALLPEN COPYING REFILLS

Eberhard Faber Pen & Pencil Co., Crestwood, Wilkes-Barre, Pa., offers Noblot refill reproducing cartridges 756 red and 759 black. The specially formulated inks will reproduce on office copying machines including diazo, photocopy, Verifax, Thermo-Fax, xerographic and offset processes. Refills are interchangeable on the 75 line of regular Noblot points and the 55 line of Thinrite points. Every cartridge is stamped with stock number and ink color for convenient reordering. Writing tip is protected by plastic cover matching in color. Retail price is 25c. **For More Information Circle No. 125.**

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Records, facts, figures—any information is available in seconds at the touch of a button with 3M Microfilm Products. 3M makes it so easy to put the magic of microfilm to work cutting the costs of paperwork—speeding business communications—saving valuable space—in short, making filmwork easier, faster, less costly than paperwork. Find out now how you can put microfilm to work —get instant information—with

TAKE A LOOK

at the enlarged microfilmed information on the bright screen of the THERMO-FAX "Filmac" Reader-Printer. Touch a button and . . .

TAKE A COPY

in seconds of any information you want in 8½ x 11 inch size. The "Filmac" Reader-Printer gives you an exact, clean copy.

3M MICROFILM BRAND **PRODUCTS**

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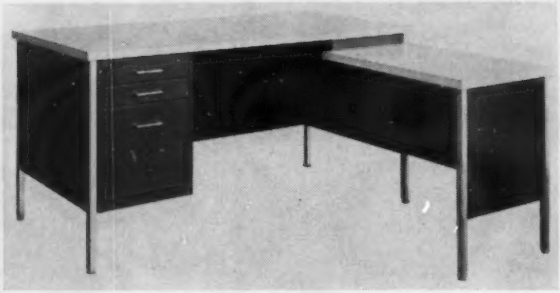
For More Information Circle No. 423

DESKS



Bentson Mfg. Co., Aurora, Ill., offers its Signature group which includes double and single pedestal executive desks with or without overhang tops and a variety of drawer arrangements. L-shaped layouts can be formed from a wide selection of modular units: letter, legal and storage cabinets in desk or typing heights, with continuous tops. Modular units also may be assembled as separate credenzas. Desk end panels are flush with the columnar, satin-finish aluminum legs. Rear panels form a single, flat surface without a pedestal break. Tops are laminated plastic, self edged and bonded to steel. Drawer pulls match aluminum legs. For illustrated literature and special price list, **Circle No. 118.**

DATA PROCESSING PIN FEED LABELS

Pee Cee Tape & Label Co., 521 N. LaBrea, Los Angeles 36, Calif., introduces a pressure sensitive pin feed label (available in rolls or fan folded), which withstands maximum speeds of data processing machines without breaking, tearing or ripping. Made of a special durable material, labels are guaranteed not to chip, break, crack, tear or crumble; labels are able to resist strain in meeting the demands of the high-speed data processing equipment. For samples, **Circle No. 121.**

How to Keep Track of Every Key

TELKEE simplicity tags and numbers keys, in order. Visible index identifies keys by lock location, number, description.

TELKEE convenience shows all keys at a glance. Locates loaned or assigned keys instantly. Saves time, saves money. TELKEE security provides complete continuous record of all keys issued. Key identities known only to authorized personnel.

Available in 10 models. 33 capacities from 21 to 2240. Compact cabinet of fine furniture steel, tens of thousands in use in offices, industrial plants, hotels, stores, schools, hospitals, and public buildings, large and small, in USA, Canada, and overseas.

TELKEE KEY CONTROL

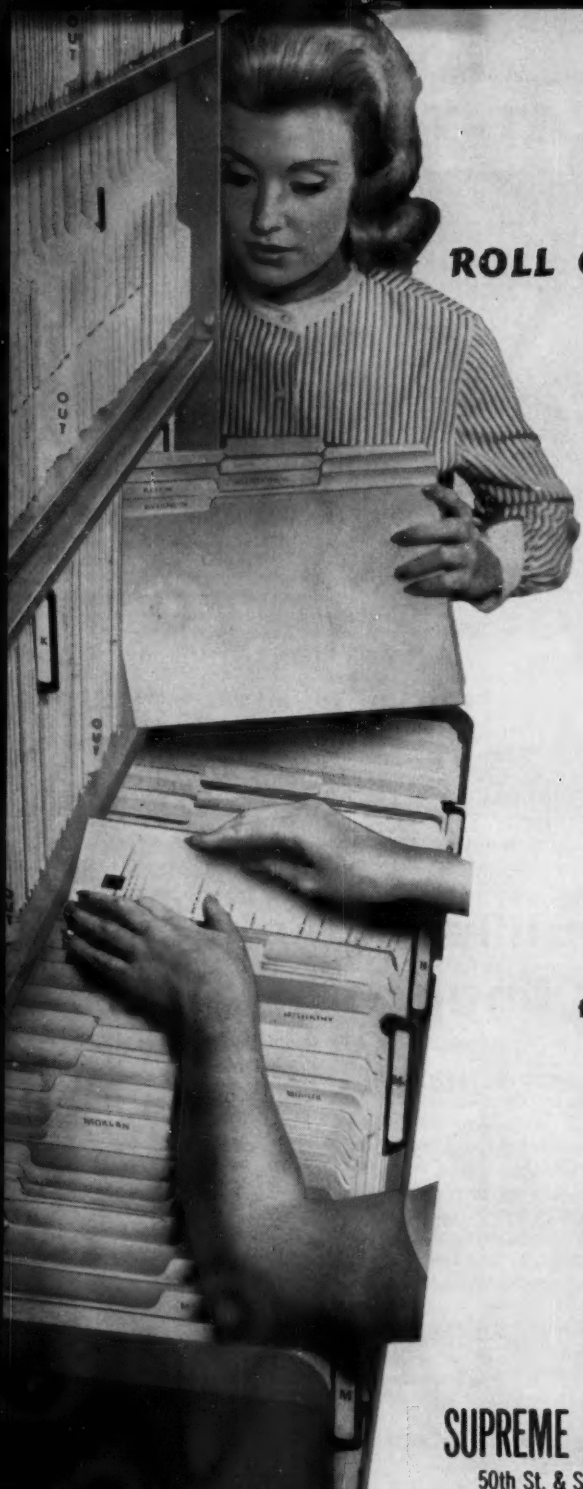
$73.90 Complete
(75 capacity)

FREE *16 page booklet. No obligation. Write for your copy today.*

TEL KEE

P. O. MOORE, INC. GLEN RIDDLE 62, PA.

For More Information Circle No. 241



SHELF FILING? DROP FILING?

BOTH IN

ROLL OUT Conserv-a-File®

by SUPREME

A new dimension in Vertical Filing Systems. It rolls out in less than half the distance needed for drawer files. Yet lets you see and reach every record. From the front, from the side, from the top! Doesn't waste space. Better than a drawer!

Now your clerks drop file. Fast! Now transfer your old records. Fast! Without new folders, without addressing new side tabs. Simply!

Now you profit from high activity filing . . . and the 50 per cent (and more) floor space saving that Conserv-a-file gives you! Remember — just one 7-tier Conserv-a-file equals 9½ drawers in conventional filing cabinets!

Available in a variety of models. Shipped set up. (Knocked down units on special order only.)

***Patents Pending**

SUPREME STEEL EQUIPMENT CORP.

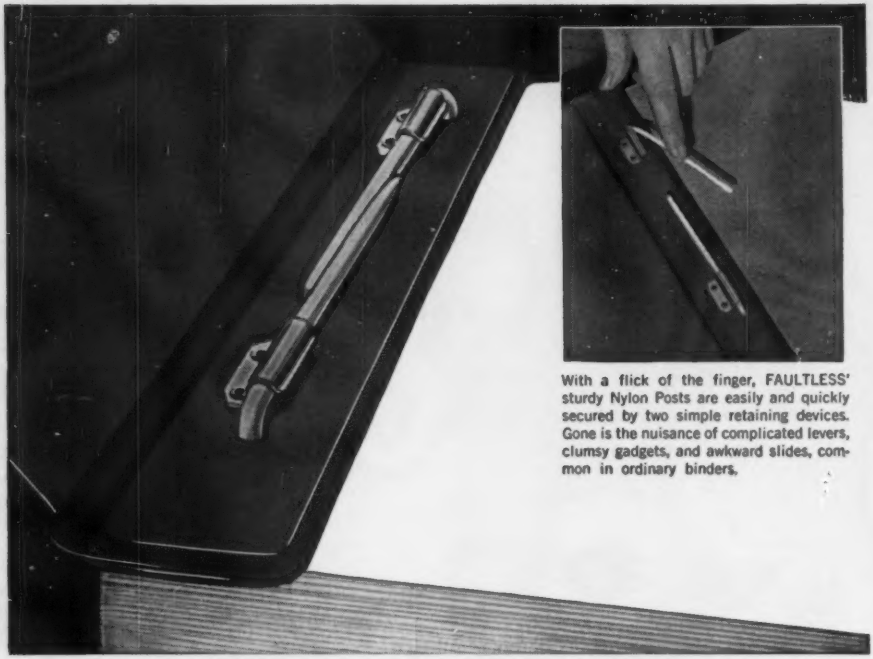
50th St. & Second Avenue — Brooklyn 32, N. Y.

For More Information Circle No. 394

opyright 1961, Supreme Steel Equipment Corp.

Another New FAULTLESS Development . . .

Nylon Post FLAT-TOP Binders



With a flick of the finger, FAULTLESS' sturdy Nylon Posts are easily and quickly secured by two simple retaining devices. Gone is the nuisance of complicated levers, clumsy gadgets, and awkward slides, common in ordinary binders.

These tab form binders are quality-made of heavy, first-grade virgin vinyl plastic, electronically heat sealed. Stiff cover construction. Seafoam Green, French Calf Finish.

Keep Simplified Efficiency at your finger-tips . . .

You *can* judge a book by its cover — that is, if it happens to be the revolutionary new Faultless development . . . the Nylon Post Flat-Top Binder! What makes this tab form binder so different, so much better, so much easier to operate? Basically, the unique manner in which the Nylon Posts are held in place. Notice how two nickel-plated retainers grip the posts, holding them perfectly flat against the inside cover.

We call these features and the many advantages they offer, *Simplified Efficiency*. So will you! For actually, it takes but a moment of using the new Faultless Nylon Post Flat-Top Binders to fully appreciate their very practical design, their completely superior record-keeping capacities and capabilities.

The attractively priced line is complete in a wide range of sizes and types, for burst forms; and in olive canvas binding for unburst marginal punched forms. Invest in the best — buy FAULTLESS!

Phone your Faultless Office Supply Dealer . . . Now!

STATIONERS LOOSE LEAF CO.
246 East Chicago Street.
Milwaukee 1, Wisconsin.
114-116 East 13th Street.
New York 3, New York

FAULTLESS . . . *Your assurance of superior features and foremost quality*

For More Information Circle No. 384

SPIRIT MASTER MAPS

Copy-Rite Duplicator & Supply Co., 1201 Cortland St., Chicago 14, Ill., offers a 50-state outline map of the U. S. printed

through on a Copy-Rite spirit master. The map is uncluttered with non-suitable legend, and is ready for the user to insert whatever data he wants duplicated. Maps can be used by both schools and offices. Available in boxes of 100. **For More Information Circle No. 172.**

INSULATED FILES

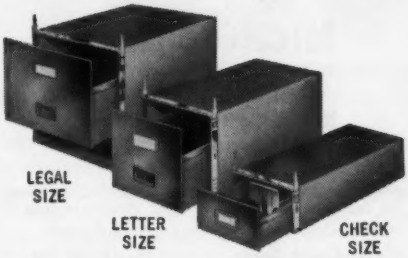
Meilink Steel Safe Co., 1672 Oakwood Ave., Toledo 7, Ohio, has eliminated stack-locks from a line of standard Hercules D label one-hour insulated files and lowered prices. Both legal and letter sizes, with two, three and four drawers, are available. The stack-lock was eliminated without impairing the file's fire-resistiveness. Each drawer has a T-shaped handle with two spring-loaded locking bolts to secure the drawer head. Optional at small extra cost

COMPUTER
RIBBONS
RE-INKED
1403 Chain Printer
Univac • RCA 501
PRICES ON REQUEST
H. M. STORMS COMPANY
561 Grand Avenue, Brooklyn 38, N. Y.
For More Information Circle No. 280

STORE-'EM
PRONTO
FILE 'EM
PRONTO
FIND 'EM
PRONTO

Free your expensive files by transferring your old records into low cost Prontos and use your expensive steel cabinets over and over again.

20 DIFFERENT SIZES
a size for every office record



Find out why top companies everywhere use PRONTO STORAGE CABINETS for their old records. Fill in the coupon below and attach it to your letterhead . . . We will arrange a Pronto Demonstration at your convenience.

PRONTO FILE CORPORATION
415 Madison Avenue, New York 17, N. Y.
☐ Please send me your latest Pronto catalog.
☐ Have your representative call for demonstration.
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Address_____
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For More Information Circle No. 283

MICROFILM ENLARGEMENTS
COMPLETELY FINISHED IN 20 SECONDS

The Incredible
MICRO-MATE

...MOST VERSATILE READER-PRINTER, WALL PROJECTOR, CONTACT PRINTER EVER MADE!

An Instantaneous, Low Cost Photographic Process, With Unbelievable Quality! For Aperture Cards, or Roll 16-35-70 MM.

Special High Speed Glossy, Matte, or Translucent Paper Stocks For Every Engineering and Diazo Use!

So Simple To Operate! No Darkroom Needed!

Available In Two Sizes:
Up to 18" x 24" $695.00
Up to 8½" x 14" $395.00

Write or Phone Today for Complete Details Dept. N-4

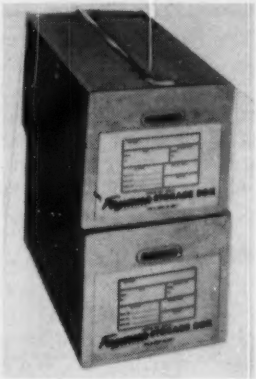
Burton Mount Corp.
Exclusive US Distributor
ONE COMMERCIAL AVENUE
GARDEN CITY, NEW YORK
Pioneer 1-7770

For More Information Circle No. 316

is a keylock in the handle which permits drawers to be locked individually. The standard line of Hercules D label insulated files with stack-locks will be maintained. Both files carry Underwriters' Laboratories and Safe Manufacturers National Assn. D label. **For More Information Circle No. 111.**

STORAGE FILES

Bankers & Merchants, Inc., 4410 N. Ravenswood Ave., Chicago 40, Ill., offers a storage box that has a totally flat bottom, making stacking and handling easier. A pressure sensitized tape on both flaps



keeps out dust seepage and lends added strength. Pressure sensitized tape sealing eliminates moistening tape for closure. Tie strings are discarded in favor of a snap fastener. To facilitate the flat-laying feature and add rigidity, the Faymus Storage Box has a metal strip reinforcement on top which flattens the surface, prevents exposed edges from dog-earing, acts as a slide for easy stacking, and permits easy removal from a stack. Two, six or 12 storage boxes are packed in a corrugated carton. **For More Information Circle No. 167.**

TELEPHONE INDEXES

Autopoint Co. Div., Cory Corp., 3200 W. Peterson Ave., Chicago 45, Ill., announces two telephone list finders. Auto-

Here is a machine that is really ideal for every office. Quality built all the way through—with exclusive features you wouldn't dream of finding at such a low price. Turns out copies equal in every respect to those produced on expensive high-speed, heavy production duplicators. Handles all types of duplicating stock from post card size on up to 9½ x 15 (printing area: 8½ x 13½) including your office forms and direct mail. And—you can make fast color changes at no additional cost. Amazingly simple to operate—and clean to use because it uses paste ink. Geha's sturdy construction means years of trouble-free performance. Fully guaranteed.

Free Demonstration Offer

Arrange now for a free demonstration of the Geha Comet in your own office without obligation. Pin this coupon to your letterhead and mail today.

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☐ Send Geha Comet literature

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"Coverteers"

Shown on Model E-15R Harter Chair

DRESS UP YOUR OFFICE CHAIRS

In smartly styled, durable, slip-on covers that provide seating comfort and improve office decor.

Easy-to-apply Coverteers in a variety of quality fabrics recommended by leading manufacturers—will fit more than 100 models of secretarial and executive office chairs.

Write for literature today.

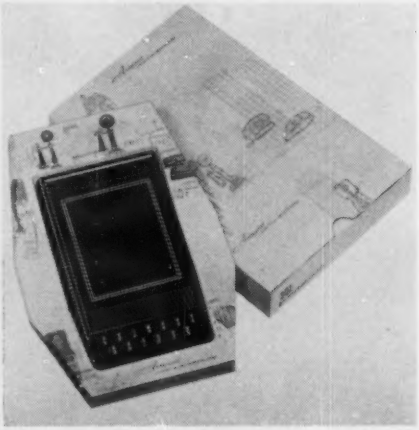
Covercraft Company, Inc.
GOSHEN, INDIANA

For More Information Circle No. 275

SORT-O-FILE
Reg. U.S. Pat. Off.
SAVES 20% TO 60% TIME
30 Models. Systems Sorting Service
THOUSANDS IN USE For fast hand-sorting of cards, checks, letters, invoices, orders, business forms or public documents. For collating on the new **Col-A-Tron.** Write for illustrated circulars.
Since 1946 Representatives everywhere.
Associated Industrial Designers
P.O. Box 39652, Los Angeles 39, California
Plant: 1250 East Sixth Street
Warehouse: New York, Chicago

For More Information Circle No. 325

point 301 features instant one-finder "typewriter" action and a 100-sheet memo pad beneath index cards. Made of Bakelite for long, trouble-free wear, in walnut,



jet black and charcoal gray to retail for $6.95. Princess Autopoint 307 with Select-o-matic release bar has no mechanism to get out of order, takes 4" of deskspace, and has room for 650 entries. It is available in brown, black, gray and ivory, and retails for $2.50. **For More Information Circle No. 144.**

MAINTENANCE LABELS

Market Forge Co., Everett 49, Mass., announces a plastic package of five labels with self-adhesive backing for labeling cleaning equipment, solutions and supplies. Labels printed Disinfectant, Solution-Strip,

Rinse, Pick-Up and Wax, are 6½" x 1¼" in silver aluminum foil embossed in bright green for easy visibility. The labels are also used on Market Forge's Tri-step wet mopping system for reducing labor costs and solution contamination; and obtaining cleaner floors. **For More Information Circle No. 132.**

"This one's on us"

If you are still using Pen and Ink Bookkeeping methods, here is an unprecedented no cost, no obligation opportunity to post Accounts Receivable FREE for thirty days on the compact, inexpensive Monroe President. Discover exactly how much money this accounting machine can save you . . . without spending a penny.

We are so certain that the Monroe President can cut your accounting costs that we are willing to make this unprecedented offer:

Use the Monroe President to post Accounts Receivable—for thirty days—at no cost or obligation whatsoever. Free of charge, Monroe will supply the machine, the forms, the instruction necessary to transfer balances. Your operator can go on from there without a hitch. At the end of the month, decide whether or not the President can save you money. If so, keep it. We'll simply bill you its low purchase price. If not, call us. We'll pick it up and thank you for trying it.

Take advantage of this offer today. Simply fill in, tear out, and mail this coupon to us.

MONROE

Gentlemen: 0-11

Please deliver the Monroe President to my office for a FREE thirty-day trial. You understand, of course, that I assume no obligation to purchase nor to pay for the use of the machine.

Name_____

Title_____

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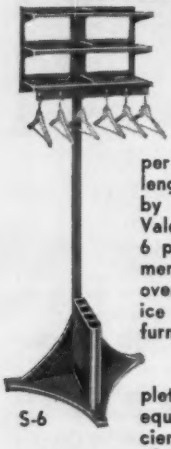
GENERAL OFFICES: ORANGE, NEW JERSEY, A DIVISION OF LITTON INDUSTRIES • SALES AND SERVICE THROUGHOUT THE WORLD.

For More Information Circle No. 405

The OFFICE VALET ®

3U

Answer the Wraps Problem in Offices and Waiting Rooms



S-6

These efficient VALET Racks keep wraps off waiting room chairs, aired, dry and in press. Hold coats spaced apart, hats, umbrellas and overshoes. Accommodate 3 persons per running foot. Come in lengths of 3 ft. 3 in. or longer by the foot. The S-6 Office Valet costumer accommodates 6 people—ends piling of garments on others. Will not tip over. Built for life-time service of heavy gauge, welded furniture steel. Smart in modern baked enamel finishes. Units form a complete system of wardrobe equipment that provides efficient wrap accommodation wherever people gather.

Write for Bulletin OV-10

VOGEL-PETERSON CO.
Rt. 83 and Madison St., Elmhurst, Ill.

For More Information Circle No. 296

BRIEFCASE

Stein Bros. Mfg. Co., 1401 W. Jackson Blvd., Chicago 7, Ill., offers an executive portfolio with high fashion styling. The case features a ratchet lock which expands to permit greater capacity without increas-

ing size of portfolio. It has a large expanding center pocket, extra slanted front pocket and instant-access outside rear pocket. Stebco 2-C series is available in top grain cowhide or Tufide. **For More Information Circle No. 124.**

PEN & PENCIL SETS

Parker Pen Co., Janesville, Wis., announces a series of three-piece Presentation sets for its 45 pen line made up of the convertible 45 pen, matching mechanical pencil, and matching T-Ball Jotter

ECONOMY

with ROL·DEX *you get* ECONOMY!

because:

- records ROLL to the seated clerk
- all records are immediately accessible
- better control; easier supervision
- random reference is no problem
- no waiting for hidden, motor-driven trays
- fewer personnel can handle large volumes of records

find out about all the other advantages of Rol-Dex equipment. It's built to fit your system, your form size, your volume, your space, your expansion plans.

For More Information
Circle No. 461

Rol-Dex Division

ROL-DEX

pat. and pats. pending

WATSON
MANUFACTURING
COMPANY, Inc.
Jamestown, New York

WATSON MANUFACTURING COMPANY, INC.
Rol-Dex Division, Dept. O-11, Jamestown, New York
Please send literature on Rol-Dex record handling equipment.

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Firm .....

Street .....

City ..... State .....

23 *different models of Chandler & Price Paper Cutters*

MEET ANY NEED OF EVERY PRINTER OR DUPLICATOR OPERATOR

37"
hydraulic-clamp full-automatic power cutter

23", 26½", 30½"
hand-clamp automatic power cutters

26½"
hand-clamp lever cutter

19½", 23"
hand-clamp, hand-operated bench cutter

Spacing Equipment
Manual and Automatic for power cutters

37"
hand-clamp automatic power cutter

23", 26½", 30½"
full-automatic power cutters

For small-shop equipment, for auxiliary equipment, or for production cutting of large runs, there's a Chandler & Price Paper Cutter which can meet your requirements.

If you want a large cutter, Chandler & Price has it in the C&P 37-inch hydraulic clamp full automatic machine.

For long runs of repetitive cutting on ledger cards, statements, checks, forms, indexes and letterheads, power cutters equipped with manual or automatic spacing devices do the work easily, speedily, accurately and economically.

For auxiliary equipment and for general office use the 26½-inch Craftsman lever cutter or the C&P small bench cutter provide the same cutting accuracy, rigidity and dependability of larger sizes but are suited for smaller operations where volume of cutting does not demand a larger machine.

Give us an idea of your paper cutting requirements and we will gladly send details of the C&P cutter which will meet your needs.

"Cut Your Cutting Costs with a C&P Cutter"

Illustrated is C&P 23" full hydraulic automatic cutter.

THE CHANDLER AND PRICE COMPANY 6000 Carnegie Avenue Cleveland 3, Ohio

For More Information Circle No. 442

ballpen. The 45 Jotters are also available individually. Presentation sets start at $11.40, standard set models have Lustraloy caps and barrels of black, red, gray, light blue, green or blue. The 45 Jotter is $2.45 when purchased from open stock. Flighter set at $15.90 has satin finished stainless steel cap and barrel. Flighter 45 Jotter is $2.95. Custom set at $18.75 has gold cap and barrels in six colors. Custom 45 Jotter is $4. Insignia set at $25.50 has gold cap and gold barrel; matching Jotter is $6.75. The 95c converter will be included free. **For More Information Circle No. 160.**

CASH SATCHEL

Can-Pro Corp., Fond du Lac, Wis., announces that leather trim and reinforcing add extra strength and longer life to its Cash Satchel. The body is treated 24 oz. water-repellent canvas. Steel frame with leather covering opens wide for easy access. Double riveting secures leather handles and straps to the bag. Metal bell studs protect bottom from scuffs and

scrapes. Bag can be padlocked for extra security. Three sizes are available. For prices and literature, **Circle No. 140.**

LETTER OPENER

Acme Shear Co., Bridgeport 1, Conn., makes a forged steel 9" Kleencut Letter Opener which retails at 25c. No. X291

Miller-Trojan "WORK-and-TURN" Plate Maker

LOAD

Top assembly is a ruggedly built vacuum frame. Raise counter-balanced frame lid and load work in conventional manner with vacuum frame in horizontal position. After loading, close lid and lock.

TURN

Next, pull release knob and turn vacuum frame through a 180-degree angle until it locks in position with work facing downward. Vacuum frame pivots easily on heavy bearings.

EXPOSE

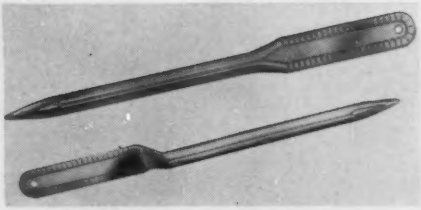
Set timer for desired exposure. Automatically controlled carbon arc with reflector, located within the cabinet, provides efficient, fast exposure.

4 STANDARD SIZES

Save on initial cost in comparison with a separate arc lamp and vacuum frame. Save also on time and space. Eliminate objectionable arc lamp glare. The Miller-Trojan "Work-and-Turn" plate maker is built in four standard sizes: 17" x 24", 21" x 26", 28" x 32", and 30" x 40". Write today for information and prices.

MILLER-TROJAN COMPANY, INC. • TROY, OHIO

For More Information Circle No. 290



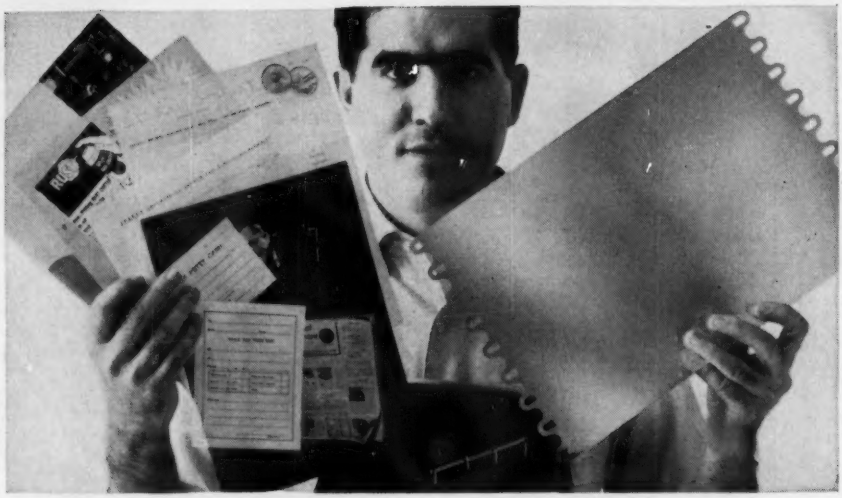
has a flat handle, No. X292 an offset handle for easier pickup. They are nickel plated, balanced, lightweight and comfortable to hold. There is a hole on top for hanging; ⅛″ markings on handle for quick measuring; slender, tapered blade; fine tip for easy insertion. **For More Information Circle No. 162.**

BALLPOINT PENS

Venus Pen & Pencil Corp., 50 West 44th St., New York 36, N. Y., announces the Retractable Ball Pen-cil with yellow pencil-shaped plastic barrel with black pin-stripes and end-bands in black, blue, red or green to match the four available ink colors. The slim, lightweight ballpen has a comfortable tapered tip and

the new Venus emblem. Replaceable Camel ink cartridges have Chromspun ball. **For More Information Circle No. 142.**

For More Information Circle No. 233



From price sheets to annual reports...

Almost any job costs less with an ALKOTE PLATE

Fine halftones, bold reverses and solids, line copy, or combinations —an Alkote plate will handle almost any offset job and do it well.

Economically, too, Alkotes have two usable sides, and cost less than many other plates. Their wide exposure latitude makes it easy to get sharp, clean images every time.

Alkote's durable image will give you long runs with highest quality results, and more usable sheets at the end of the day.

For more information and also a handy Offset Paper Reference Guide, send in the coupon today.

Manufacturers of Graphic Arts Supplies

POLYCHROME CORPORATION

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Yonkers, New York

Please send me information about Alkote plates and my free Offset Paper Reference Guide. G-11

We have.....size offset presses

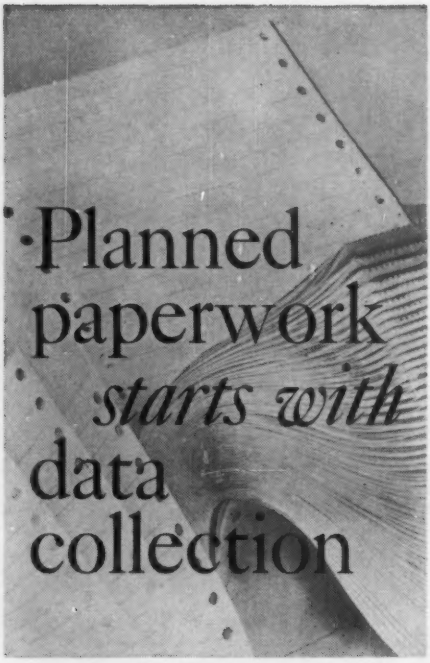
Name.....

Firm.....

Address.....

City..... .....State.....

For More Information Circle No. 416



Planned paperwork doesn't begin in the office where source records are translated into more complex documents. Instead, it begins where source data are created—on the factory floor, at the retail counter, in a sales office. It begins by collecting source data in such a way that subsequent processing is made simpler and produces more information for management. *Only Standard Register offers all major methods of capturing data right at the source.* Check into these various methods. What may now be a neglected area in your paperwork planning can become the source of added management control.

Business Forms and Forms Handling Equipment for Paperwork Simplification

STANDARD REGISTER
BUSINESS FORMS

THE STANDARD REGISTER COMPANY, DAYTON 1, OHIO

For More Information Circle No. 386

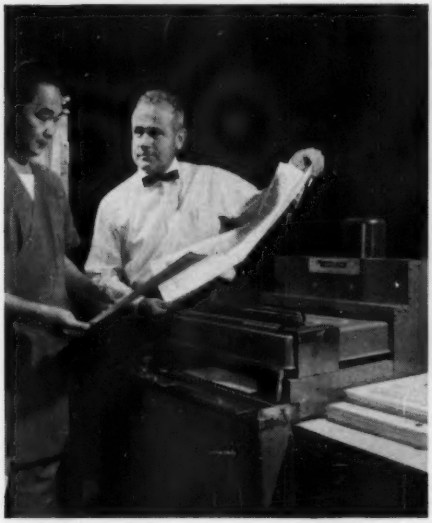
SPRAY ADHESIVE

Krylon, Inc., Norristown, Pa., announces Krylon spray adhesive that makes surfaces pressure-sensitive for mounting paper, foil or fabric to smooth surfaces. It is quick drying, water-resistant and does

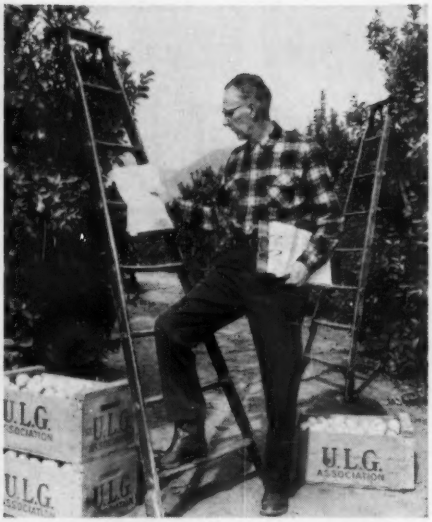
not wrinkle the surface. Items which have been made pressure-sensitive can be lifted and repositioned for several hours after application. Thereafter, adhesion forms a positive bond. May be used for mounting artwork, paste-ups, posters, and charts; sealing envelopes and packages. Available in a 16-oz. spray can at $1.95 and 6-oz. size at 98c. **For More Information Circle No. 113.**

PENCILS

Gardner Stamp Co., 166 S. Washington St., Wilkes-Barre, Pa., presents its improved Briarbrook pencil, precision milled and manufactured with patented Lockbond lead that provides a sharp point for longer periods, makes sharpening less frequent. Lockbond is accomplished by sandblasting leads before they are fitted into wood slats. Slats are coated with extra strong glue, leads placed in groove, wood clamped together under extreme pressure until thoroughly dry, for an unbreakable bond so lead cannot loosen nor easily break. Leads are grit free. Available



AT 5 P. M. a reduced-scale offset duplicating master of Sunkist's teletyped market reports is completed with Kodak Ektalith Processor, Model 20, (shown above) and process camera.



NEXT MORNING offset copies produced from Ektalith-made master are in hands of Sunkist packing house managers, and other field and district men.

Sunkist® cuts offset duplicating time and costs 50% with Kodak Ektalith Method!

Being able to make a high-quality offset paper plate in 1½ minutes helps speed communications on many jobs at Sunkist Growers, Inc., Los Angeles.

Each day Sunkist sales offices throughout the United States and Canada send a stream of teletypes to Headquarters giving local market conditions.

It's important that the day's round-up of these teletypes go post-haste to Sunkist packing house managers, field inspectors, district exchange offices and executive staff at Headquarters.

No problems! It's just another routine job with the Kodak Ektalith Method. In three simple steps: *Expose . . . process . . . transfer* . . . a 60% reduced-scale offset master is made from a paste-up of teletyped data. The time . . . just 1½ minutes!

New free booklet shows in detail how you, too, can save with Kodak Ektalith Method. Write Eastman Kodak Company, Photo Reproduction Products Division, Rochester 4, N. Y.

KODAK **Ektalith** METHOD ...puts you ahead in offset duplicating

Kodak TRADE MARK

For More Information Circle No. 440

Vular is the newest, clearest, strongest, sheet protector in five years. When you get your sample look through it...see how remarkably clear it is. See how strong it is. See how it resists scratching. You'll find Vular Protectors are best for protecting sales literature and important documents from soiling and tearing.

Write today for your FREE sample of Vular and complete details.

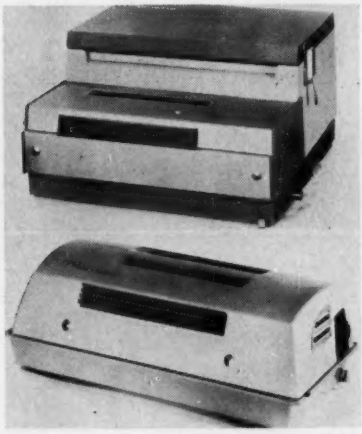
AMERICAN KLEER-VU PLASTICS, INC., Division of Kleer-Vu Industries, Inc.
76 Madison Avenue, New York 16, N. Y. ORegon 9-5900 KLEER-VU

For More Information Circle No. 441

in three special degrees: 166S for offset and general office work; 166M for general writing, medium point; 166F for accountants, bankers, bookkeepers, visible records, etc. Price f. o. b. above, 49c a doz. $2.90 a ½-gross, $5.40 a gross. For a sample pencil, your choice of degree, send 10c to above address.

COPYING MACHINES

American Dictating Machine Co., 51 West 45th St., New York 36, N. Y., announces that its Printess and Planocop copying machines have been made automatic, eliminating developer fluid mixing. Both machines have built-in mechanisms

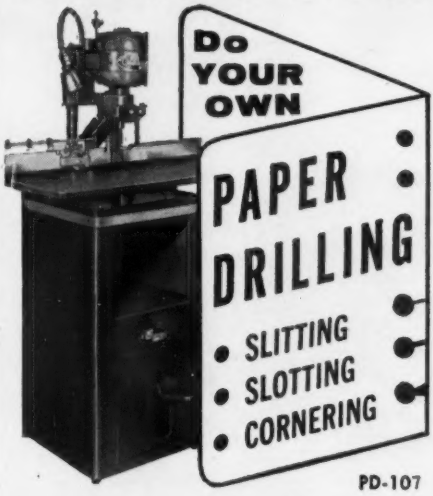


for developer-solution cartridges. Pull lever and fluid flows into tank; release lever and fluid returns to cartridge which is easily, quickly replaced. Now available in both Printess Rotary 9″ and 14″ and Planocop Flatbed 9″ and 14″ machines. **For More Information Circle No. 105.**

CHAIR CONTROL

Seng Co., 1450 N. Dayton St., Chicago 22, Ill., announces an addition to its chair action controls, Verti-Spring, with a main body only 3″ high. By using this development, office chair manufacturers can effectively conceal operating mechanism under chair seat, eliminating obtrusive wheel or handle that governs tension ad-

Make Your DUPLICATOR OPERATION COMPLETE



with a

Challenge® PAPER DRILL

To speed production and eliminate "outside expense" on loose-leaf forms . . . do your own drilling, slotting and cornering—all on one machine! Much **faster than punching.** Drills 2 inches of stock in seconds!

Challenge offers a full line of drilling machines and attachments for every need. Foot power model (shown above) leaves both hands free for handling stock. Table model also available. For more complete information, see your local Challenge equipment dealer or write today.

Challenge

The Challenge Machinery Co.
GRAND HAVEN, MICHIGAN
World's Largest Manufacturer of Paper Drilling Machines.

For More Information Circle No. 373

justments on chair back. Adaptable to stenographic and junior executive posture chairs, mechanism can be used with single or double post chair back construction.

Vertical spring is well contained within the mechanism to blend with slim line silhouette. Made of heavy-gauge steel, control has bushings, pivot cup and thrust bearings of nylon for silent operation. **For More Information Circle No. 114.**

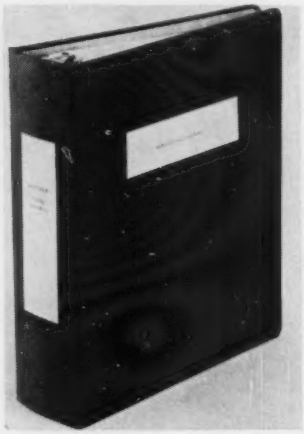
MAGNETIC PAPER CLIP

Ullman Devices Corp., Box 398, Ridgefield, Conn., announces the Magnetic Quick Clip which combines a powerful

permanent magnet and heavy duty spring-steel paper holder that attaches instantly and securely. It holds a quantity of papers neatly, and they are easily accessible for reference. The Magnetic Quick Clip is finished in antique copper or brass, and available on individual or dozen display boards. For illustrated literature, **Circle No. 106.**

BINDER LABELS

Avery Label Co., 1616 S. California Ave., Monrovia, Calif., announces a permanent label for identifying binders, ledgers, etc. Binder Labels are easy to write or type. They stick to leather, fabric, cardboard, plastic and other surfaces without moistening or gluing; adhere on con-

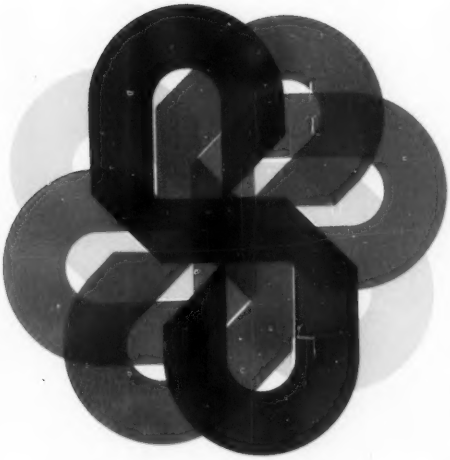


tact with fingertip pressure. Fabric backed with pressure-sensitive adhesive grips curved as well as flat surfaces. Available in two sizes: 1⅛″ x 2″ with rounded corners, packaged 81 per carton; and 5¾″ x 1¼″ which can be used full size or cut to desired size and shape, packaged 20 per box. Cost is 85c per box. **For More Information Circle No. 126.**

BLACK SPIRIT MASTER

Old Town Corp., 750 Pacific St., Brooklyn 38, N. Y., introduces CBP Black for producing black sharp copies on spirit duplicating machines. CBP Black is a

For More Information Circle No. 180—→



"Why new Champion Bond?"

New Champion® Bond was developed through Champion Papers research for one purpose: to offer a combination of printing-typing qualities never before contained in a single bond. It has lived up to expectations so well that we've let it tell its own story throughout the preceding pages of this magazine. Available in white and eight new colors . . . 13, 16 and 20 lb. weights . . . new Champion Bond is priced and classified as a number four bond. Call in your Champion Papers merchant or your printer for a complete demonstration. Discover how misleading the term "number four bond" can be when it applies to a paper as fine as this.

CHAMPION PAPERS

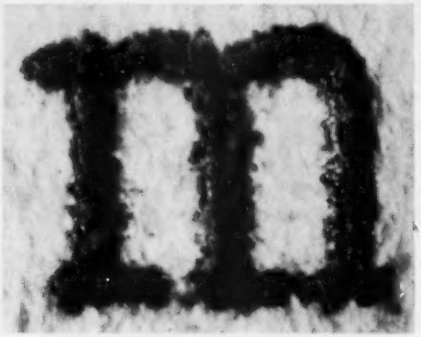
Knightsbridge/Hamilton, Ohio

This is 20 lb. Champion Bond

combination of dyes and paper made especially for preparation of copy by typewriter, printing press, EDP printers and automated machines. It will provide 100 black copies and is clean. Can be used on any spirit duplicator using regular paper and fluid. **For More Information Circle No. 187.**

TYPEWRITER RIBBON FABRIC

Standard Products Corp., 21 West 18th St., New York 11, N. Y., introduces Featherlite Nylon 1270 typewriter ribbon fabric, only .0018″ thick, less than half-that of the sheerest nylon hose. It is possible to have 42 yds. on an IBM spool,



30 yds. on others. Produces sharp printing quality and is so light, yet strong, it can take the impact of over 6 million characters on a 42-yd. ribbon without cutting, chopping or fraying, long after the ink has been used. Photo shows magnification of Featherlite character definition. **For More Information Circle No. 182.**

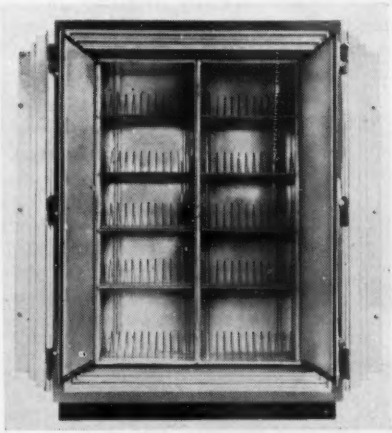
BOOK COPYHOLDER

Lindication Ltd., Mark Road, Hemel Hempstead, Herts., England, announces that the Lindicator Directory Minerva copyholder is especially designed to allow copying from the heaviest volumes. Left hand and right hand pages can be copied with equal ease and accuracy. The volume can be opened at early or late pages because the difference in thickness caused by folding the spine at different places in the book is taken up by the readily adjustable line indicator which is also a magnifier for small type. The company also manu-

factures Lindicator copyholders for electric typewriters, teleprinters, accounting machines, punched card equipment, Creed payroll equipment and VariTypers. **For More Information Circle No. 185.**

TAPE, MICROFILM SAFE

A. M. Kuechmann, Inc., 333 N. Michigan Ave., Chicago 1, Ill., announces a safe for magnetic tapes and microfilms



with a floating inner repository to protect against fire, moisture and steam. It gives maximum protection at point-of-use, eliminating the need to transport magnetic

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VERTICAL FILING SYSTEMS

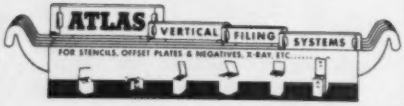
PROTECT • EFFICIENTLY FILE
ASSURE LONGER LIFE FOR

- Offset Plates
- Negatives
- Stencils
- Artwork

Large and Small Cabinets for all sizes and types of plates, negatives, stencils, etc. Models to file 50 to 1400 items.

Atlas Nega-Plate Hangers give extra protection to negatives, plates, artwork in permanently attached envelope-hanger units. Available for filing in any Atlas cabinet, old or new.

Over twenty other sizes and styles of Atlas patented hangers also available. Write for Atlas Reference Chart listing correct cabinet and hanger for your requirements.



ATLAS STENCIL FILES CORP.
16716 Westfield Avenue, Cleveland 10, Ohio

For More Information Circle No. 279

tape and microfilm to outside storage vaults. Inner repository of the Data Tape-Film Safe is surrounded by an insulating air space on all sides, top and bottom; pressure locked and hermetically sealed. Sensitized Mylar magnetic computer tapes and acetate color microfilm showed no loss of data or projection quality in reruns after storage in the safe during a heat-test in excess of Underwriters Laboratories' standards of A-label safes. Has a combination lock on outside door and pressure locks on interior repository doors. Removable shelves adjust at 1″ intervals and slope forward for easy removal of tape reels. Shelves can have chrome-plated wire racks for storing magnetic tape reels, drawers for microfilm, or various arrangements for storing both. Each shelf contains label holders. Compatible with any decor, Data Tape-Film Safe comes in crinkle or smooth finish in computer room colors with stainless steel trim. Capacity is 120 11½″ x 1½″ tape reels or approximately 1150 standard 1″ x 4″ microfilm reels. **For More Information Circle No. 179.**

SQUEEGEE VACUUM CLEANER

Hild Floor Machine Co., 1217 W. Washington Blvd., Chicago 7, Ill., an-

nounces the Walk-Along squeegee vacuum cleaner which has a 31″ squeegee to cover large areas efficiently, resulting in fast

One machine to label postcards and magazines?

Yes . . . and at cost-cutting high speeds up to 16,000 per hour! The Cheshire Model E adjusts easily to handle small postcards and envelopes . . . middle-sized pamphlets and brochures . . . or even larger magazines, catalogs and quarterfold tabloids. Applies all types of labels, too (wide-strip, narrow-strip, continuous pack form, cut or individual labels) . . . whether they're pre-addressed from your punched cards, plates, stencils or other addressing systems. Compact . . . and easy to operate.

The Cheshire Model E.

CHESHIRE INCORPORATED

Write for descriptive brochure.

Dept. O-11, 1644 N. Honore Street, Chicago 22, Illinois

For More Information Circle No. 415

Wait 'till you see my etchings

IN speed and systems offset duplicating—where minutes are money and immediate first copies are a must—Colitho #365 Hi Speed Solution etches faster and cleaner than any solution yet developed. Whatever your plate—metal, paper or acetate—Colitho #365 delivers sharp, clear copies from the first through the entire run and keeps your schedule rolling like it's supposed to.

Colitho #365 works wonders with all inks, all models of duplicators—with or without automatic etching devices. It's a money saver, too . . . reduces blanket glaze, retards ink emulsification and cuts down ink consumption. Try it.

FREE DEMONSTRATION. See for yourself how Colitho #365 and the entire line of Colitho products can improve your offset duplicating. Write: Colitho Division, Columbia Ribbon & Carbon Mfg. Co., Inc., 901 Herb Hill Road, Glen Cove, N. Y. or Columbia Ribbon & Carbon Pacific Inc., Duarte, Calif.

Colitho

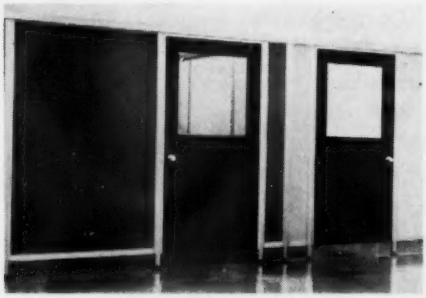
THE COMPLETE LINE OF OFFSET DUPLICATING PLATES AND SUPPLIES

For More Information Circle No. 404

action and wide track pickup of liquid. Its four-caster assembly allows movement in any direction. The squeegee mounted at the rear of the caster assembly can be retracted for fast movement from one area to another. Handle can be positioned for easy transportation or, raised and fastened into a vertical position for space-saving storage. Can be used for all regular vacuum cleaning work by attaching a full-size hose. Ruggedly constructed for long operating life. Squeegee assembly can be used with most 15-gal. tank vacuum cleaner models. **For More Information Circle No. 178.**

MOVABLE PARTITIONS

Simpson Timber Co., 2041 SM, Washington Bldg., Seattle 1, Wash., announces a versatile movable partition system, Spacemaker, which enables users to specify the finish best suited for their needs. Panels can be quickly erected with minimum effort and without special tools. May



be moved and rearranged, even by untrained personnel. Recently 3½ miles of these partitions were installed at Boeing Airplane Co., Seattle. In most cases panels, including glazing, doors and hardware, are factory assembled, finished and packaged ready for shipping. Spring-loaded latches ease placement into framing members and assure perfect alignment. Vertical posts mount on floor pedestals designed for vertical adjustment to overcome uneven floors for horizontal panel alignment. Panels consist of hardboard laminated to both sides of an insulating board core to provide a rigid, durable,

For More Information Circle No. 190→

Elegance IN AUXILIARY SEATING

Every one of your customers is a potential buyer of Clarin Reserve Seating. 144 decorator combinations of highly styled nylon and naugahyde—upholstered over Urethene. Fits perfectly with your customers' decor. For sales meetings, planning sessions and wherever auxiliary seating is needed.

For complete and profitable information about Reserve Seating, write Dept. 50RS

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SPEED YOUR TYING

TIE LETTERS, PARCEL POST, CHECKS, BOXES, CIRCULARS, LABELS, PRINTED MATTER AND THOUSANDS OF OTHER ITEMS

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AUTOMATIC PAK-TYER

Easy to operate and maintain. This speedy **ALL-PURPOSE** tying machine is designed to tie any size or shape package tight without adjustments. The knot is slip proof. Saves time and twine. Several models to choose from.

LET FELINS SOLVE YOUR TYING PROBLEMS. WRITE FOR CIRCULARS NOW

FELINS TYING MACHINE CO.
3351A No. 35th St.
Milwaukee 16, Wis.

For More Information Circle No. 274

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MAILERS Stamp Affixer

AFFIXES ACTUAL STAMPS AT 150 PER MINUTE

Holds roll of 500 stamps in many denominations

DEALER INQUIRIES INVITED

Request Catalog:

MAILERS MAILING MACHINES EQUIPMENT CO., INC.

DEPT. O, 40 W. 15th ST., N. Y. 11

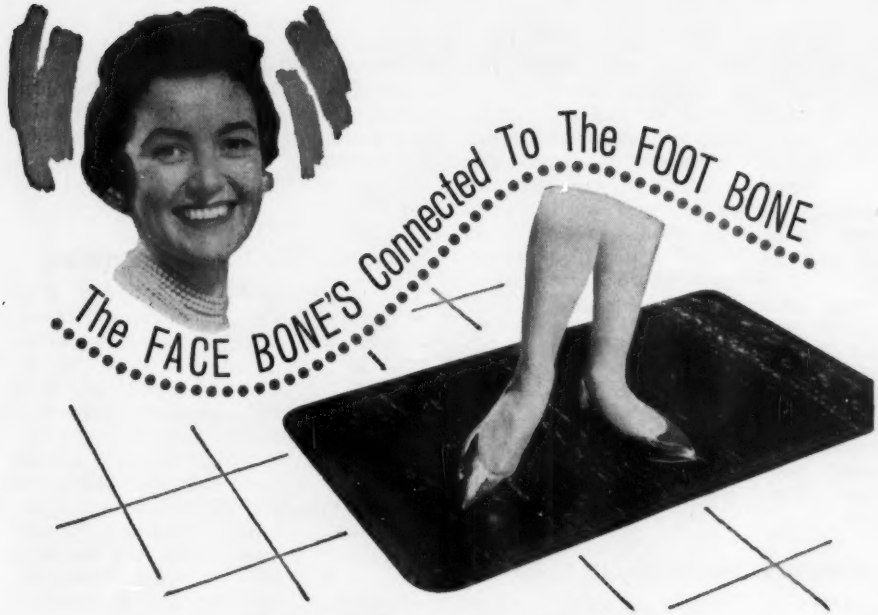
For More Information Circle No. 276

sandwich panel 1⅜″ thick. Finishes include clear polyvinylidene chloride sheeting bonded to and protecting photographic woodgrain finish over hardboard; multicoat color in alkyd, polyester or epoxy enamel, or lacquer at purchaser's choice. Prices vary with colors and finishes chosen. Framing members are anodized extruded aluminum and accommodate wiring and outlets. System is available in three types: cornice, 84″ high with solid panels, full-glazed panels, or combination of both; bank, which is the same except for choice of 55″, 66″ and 72″ heights; and railing, 42″ high, generally with solid panels. Partitions are based on a 4 ft. horizontal module to post centers, with end or column panels sized at factory or job to building dimensions. Partitions normally are provided with 6″ space below panels for floor maintenance. **For More Information Circle No. 183.**

BANK EQUIPMENT

Diebold Counter Equipment Div., Diebold, Inc., Hamilton, Ohio, announces its bank counter equipment which utilizes

the modular principle which allows customizing and assembly to meet current needs with ability to modify installations in the future without making obsolete the original components. Included are single and double pedestal counter height units,



Feet that must stand all day to accommodate their owner's occupation put a frown on the face as surely as if they were directly connected. To keep a warm, welcome-customer smile on that face, even near closing time, the feet must receive proper support all day long.

Hygienic Foot-Comfort Mats and Runners provide that support. They're scientifically designed to distribute body weight, relieve back strain and reduce fatigue. Soft, but not mushy, they last for years — pay for themselves by increasing employee morale and efficiency.

HYGIENIC
Foot Comfort
CUSHIONS

- A choice of marbleized colors to enhance your office decor
- Lengths and widths for any station
- Smooth, easy to clean surface
- Beveled edges for safety and appearance.

See your office supply dealer or write to:
THE HYGIENIC DENTAL MANUFACTURING COMPANY
FLOORING DIVISION, DEPT. E
AKRON 10, OHIO

For More Information Circle No. 222

apron cases, cash trays, teller busses, mobile units and accessories—over 200 interchangeable units in standard dimensions for custom-designer arrangements. Equipped with White Glove, a progressive-type suspension which employs steel ball bearings with nylon tires on the outer race. It has no metal-to-metal contact in its operation and requires no lubrication. It always seats the drawer in a closed position. Other features include double wall construction for structural stability; built-in, easily accessible levelling of each base; stainless steel hardware; full individual metal enclosures between drawers for security and cleanliness; recessed drawer pulls; decorator colors to match any decor; heavy gauge furniture steel. **For More Information Circle No. 184.**

DUPLICATING STENCIL SERVICE

American Office Equipment Co., 24 East 21st St., New York 10, N. Y., announces availability of electronic stencils made from letterheads, line drawings, forms, typed and printed material, or any combination of these. These long running stencils may be used on any mimeograph machine. For prices and samples, **Circle No. 110.**

RIBBON RE-INKING SERVICE

H. M. Storms Co., 561 Grand Ave., Brooklyn 38, N. Y., announces a reconditioning and re-inking process for nylon computer ribbons such as those for the IBM 1403 chain printer, Univac and RCA 501. A de-inking operation completely removes residual ink from the used ribbon and flattens all but the most difficult creases in the material, with the result that the re-inked ribbon is uniformly inked. Ribbons of other manufacture as well as Storms' can be re-inked. The service is fast, efficient and economical. Prices furnished on request. **For More Information Circle No. 177.**

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MODEL 41C
CARBON COPIES
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Will make up to 12 good carbon copies.
WRITE FOR DETAILS

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ATLANTIC AND SHEPHERD AVENUES
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For More Information Circle No. 291

IBM 1401
PROGRAMMING
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Home Study Courses
for people without
technical training
or experience.

Write for Free Catalogue

Business Electronics Inc.
Computer Department
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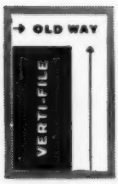
Accredited Member—
National Home Study Council

For More Information Circle No. 289



A Verti-File system will save you up to 58% in floor space! Start planning now!

SAVE FILING TIME, STEPS AND MONEY WITH VERTI-FILE

Heavy, space-hungry file drawers are old-fashioned because Verti-File gives you a new kind of efficiency. Easy access saves filing and finding time. Compactness saves steps. What's more, Verti-File gives you twice the filing capacity in half the floor space. Economy—plus! Valuable papers can be securely locked away behind silent, sliding steel doors. Convenient posting tray saves time. Find out for yourself! Try a side-by-side demonstration with your present system. Write today for complete information and name of your nearest dealer. DeLuxe Metal Products Division, Royal Metal Manufacturing Company, Dept. 7-K One Park Avenue, New York 16, N. Y.

Royal
DELUXE DIVISION

For More Information Circle No. 414

AUTOMATION

BATES C-H30 Electric Stapler

This fabulous machine staples at a touch of the paper! Jam-free and easy to reload, the Model C Head makes its own staples from a continuous roll of rust-proof brass wire—5,000 at one loading. Interchangeable H-30 Head for heavy duty jobs (up to 100 sheets at a time). Rugged construction assures long, trouble-free service.

IN STAPLING, TOO!

BATES "56" Electric Stapler

Completely automatic, staples at a touch of the paper. Uses a BATES "56" standard stapler, easily removable and replaceable, loading 210 standard staples. Adjustable depth gauge makes it easy to place staple the desired distance from edge of paper. Other features include compact design, push-button loading and "Safety-matic" construction.

BATES ELECTRIC STAPLERS

Standard for Excellence

For complete information, write

the **BATES** manufacturing co.

Orange, New Jersey

New York Office: 63 Vesey Street, New York 7, N. Y.

NUMBERING MACHINES • STAPLERS • LIST FINDERS • PUNCHES • STAMP PADS • EYELETERS

For More Information Circle No. 397

AIRMAIL STICKERS

Labelon Tape Co., 10 Chapin St., Canandaigua, N. Y., announces a pressure-sensitive airmail tape in a plastic dispenser. Tape is printed in red and blue inks on white acetate film, mounted on plastic dispenser with sharp cutting edge for quick and easy removal. Requires no moistening. Sells for 39c per roll of 125 labels. **For More Information Circle No. 194.**

VERTICAL CAMERA

Lacey-Luci Products, Inc., 52 Arlington St., Newark 2, N. J., has designed a vertical camera for use with the Ektalith and Gevaert processes as well as normal commercial and graphic arts needs. The Lacey-Luci Vertical 14 may be adapted as a darkroom or galley camera. Made of sturdy metal with top and panels of acid-resisting Formica, there is complete cabinet enclosure, with smoothly operating double, front sliding doors. Automatic reset timer has extremely accurate calibration system. Interior cabinet gives complete freedom from glare and lens flare. Carefully engineered lead screw mechanism provides smooth operation and fingertip control. Copyboard has 18″ x 24″ usable area. View area is also 18″ x 24″. Enlargement and reduction capacity is 250%. There is a Wollensak process lens. Unit is compact, attractive, efficient and takes minimum floorspace with its 28½″ depth, 54″ width and 42″ height. The 14″

The NEW COMPETITIVE 14 SERIES

Modular in appearance, the 14 Series is a new line of completely assembled office furniture. Exterior is select flat cut walnut. Metal trim and pulls in brushed aluminum or brushed brass finish.

LITERATURE ON REQUEST

THE JASPER DESK CO.
JASPER, INDIANA

For More Information Circle No. 287

ARE YOU PLAYING WITH Fire?

You are if you aren't protecting your vital records in a modern safe carrying the Underwriters' Laboratories label certifying to its fire-resistiveness. Because it happens that 43 out of 100 firms losing their irreplaceable records in a fire never reopen. Don't play with fire! Keep your vital records in a Meilink A label safe. There is no safer safe in the whole wide world. See your Meilink dealer or write Meilink Steel Safe Company, Oakwood and Clinton, Toledo 7, Ohio.

with MEILINK SINCE 1898 it's for keeps

Most complete line of safes and insulated products

Meilink Steel Safe Co.
1672 Oakwood Ave., Toledo 7, Ohio

Please send me your folders on Meilink safes and Hercules insulated steel files.

*Name*_____

*Company*_____

*Street*_____ *Zone*_____

*City*_____ *State*_____

For More Information Circle No. 267

negative size camera is $970 complete with lens. The 18″ size is $1080, and the 24″ $1380 complete with lens. Pressure back or Ektalith head optional at no extra cost. Vacuum backs available. **For More Information Circle No. 188.**

DUPLICATING SUPPLIES

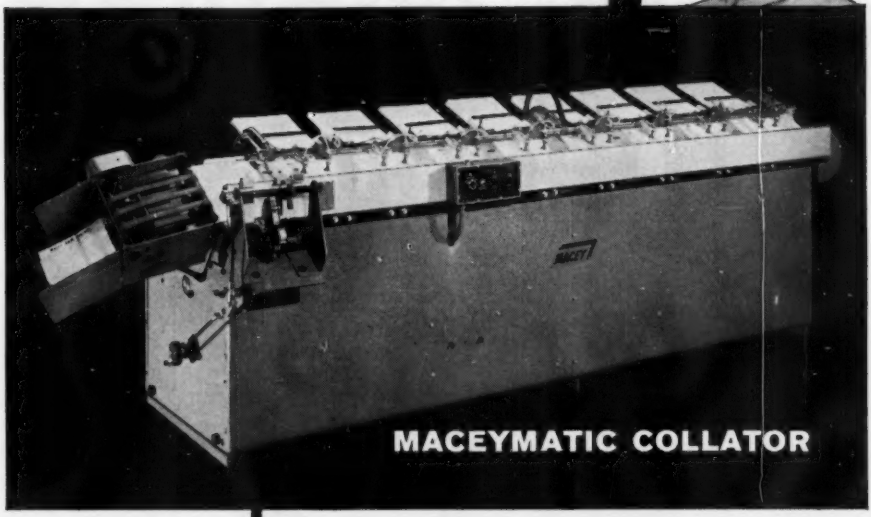
Type/rite Corp., 114 Beach St., Rockaway, N. J., offers a complete line of duplicating accessories to supplement its Type/rite and Econo-Copy stencil lines. Paste and liquid inks in black, gray or colors; mimeo papers; stencil drawing styli; miscellaneous mimeographing supplies; master units; and typewriter ribbons are offered. For complete price list and free sample pack of Type/rite or Econocopy stencils, **Circle No. 112.**

STAPLERS

Goodman & Vandervieren Ltd., Vanguard Works, Little Gaddesden, Berkhamsted, Herts, England, offers the Autocrat stapler with modern design and pre-

cision engineering. It operates in regular or pinning positions, and opens out to 180° for tacking. Autocrat 960 is a general purpose stapler, Autocrat 250 is a fine wire stapler. Stephens 960 ¼″ staples come 1000 per box, Stephens 250 3/16″ staples come 5000 per box. **For More Information Circle No. 186.**

"More than pays for itself"—says my boss



MACEYMATIC COLLATOR

HARRIS-SEYBOLD
DIVISION
HARRIS-INTERTYPE CORPORATION

"Hand collating was costing us real money in overtime. I couldn't get out our reports, price lists and data sheets fast enough. Now, with our Maceymatic, I can collate up to 1000 sets of two to eight sheets (5 x 8″ to 9 x 12″) in 30 minutes or less. It staples them, too. And it's not much bigger than a desk. Of course we don't use it all the time. Even so, the boss says it more than pays for itself."

HARRIS
INTERTYPE
CORPORATION

Harris-Seybold Company, 4510 E. 71st St., Cleveland 5, Ohio
Will the Maceymatic Collator pay for itself in my office? Show me.

Name_____ Title_____
Company_____
Address_____
City and State_____

For More Information Circle No. 396

Don't buy an office copying machine!

BORROW OURS. The Xerox 914 Copier costs you nothing; all you pay for are copies ($95 a month for the first 2,000 copies). You'll be paying about 5¢ a copy—certainly no more and probably less than you pay now. And here's what you'll get: 1. Copies on **ordinary** paper. Copies that last as long as the paper lasts. 2. Fast copies. Seven copies a minute, automatically, by turning a knob and pushing a button. 3. Clear, precise copies. Anything you can see (colors, too), the 914 will copy in black and white. 4. No adjustments. No wet chemicals to add. The 914 is a dry machine. Bone dry. 5. Copies you can use. Every copy is a perfect copy. (In your present calculations, are you adding the cost of copies that wind up in your wastepaper basket?)

Call your Xerox representative. Come in and see the 914 Copier perform. Xerox offices are in principal U.S. and Canadian cities. (If our arithmetic doesn't convince you, the copies will.)

XEROX

XEROX CORPORATION, ROCHESTER, NEW YORK

For More Information Circle No. 399

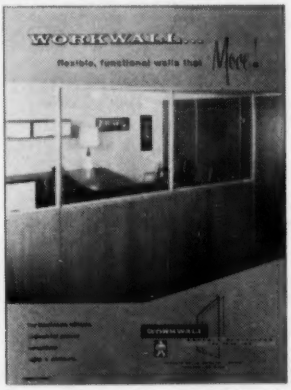
Literature FROM THE MANUFACTURERS

DATA RETRIEVAL

Minnesota Mining & Mfg. Co., Dept. S1-474, 900 Bush Ave., St. Paul 6, Minn., offers an eight-page illustrated brochure describing the time and dollar savings made by an engineering data microfilm system at Collins Radio Co. Describing the automatic retrieval and distribution of 2000 to 3000 engineering drawings daily, it includes a description of electronic telephone communications which automatically activate a quick access file of Filmsort aperture cards, duplication of aperture cards, microfilm mounting and print-out of data, which have resulted in a 50% reduction in paperwork handling. For a copy, **Circle No. 150.**

MOVABLE PARTITIONS

Workwall Div., L. A. Darling Co., Bronson, Mich., features Workwall movable walls in a color brochure. Embodying beauty, economy and flexibility, Workwalls provide a functional area with a min-



imum loss of floorspace. Simplicity of design is basic throughout the system, thus assuring low labor costs on both initial installation and future rearrangements. Upright posts of extruded aluminum hold stain-resistant, easy-to-care for plastic finished Marlite panels in a variety of sizes and finishes. A patented locking principle permits attachment of all types of utility fixtures by the simple twist of a screwdriver; relocation is quick and easy. For a copy of Workwall Brochure 545, **Circle No. 171.**

FORMS BUYING GUIDE

Cromwell Printery, Inc., Church at Bleecker Sts., Albany 1, N. Y., offers the "Cost Cutter Kit" which contains a sample kit and price list of every form in stock.

This is designed to put at the user's fingertips all information needed to buy or re-order standard forms. A letter size folder contains samples of 5-in-1 statement ledgers, memo and reply sets, NCR salesbooks, etc. Posting and counter trays are included. Forms planning guides are provided to help the user design his own special forms. For a copy, **Circle No. 156.**

LAYOUT TEMPLATES

Repro-Templets, Inc., 614 Allegheny River Blvd., Oakmont, Pa., announces a supplement to its catalog of ¼″ scale, two-dimensional Repro-Templets on adhesive-backed film. This is in addition to its present catalog of Repro-Templets of

NOW YOU CAN ADDRESS MONTHLY STATEMENTS IN 1/3 THE TIME . . .

attach a PRESS-ON MASTER PATCH to your ledger cards!

SAVES YOU TIME! Reduces statement addressing in the average office up to 66%.

PREVENTS ERRORS! Eliminates wrong addresses, transpositions of characters, misspelling, etc.

ENABLES YOUR LEDGER CARDS TO WRITE! In addition to heading statements and collection notices you can also address direct mail, service follow-ups, shipping labels, bills of lading and other office forms . . . all from your ledger card file.

AS EASY AS "1, 2, 3"

- **Just type the name and address ONCE on the PRESS-ON MASTER PATCH.** They're easily prepared in an ordinary typewriter . . . no special equipment required.
- **Attach the adhesive backed MASTER PATCH to your ledger card.** They press-on instantly . . . to existing records of any size or shape . . . no need to change your present accounting system.
- **Address statements, month after month from your ledger card . . . Automatically!**

PRINT WITH THE MODEL 60 *Master Addresser* | MACHINE COMPLETE WITH SUPPLIES FOR 500 ACCOUNTS **$70.00** Plus Fed. Exc. Tax

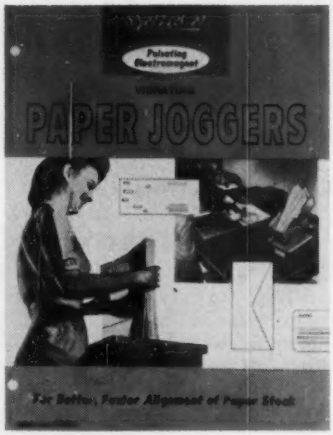
MASTER ADDRESSER COMPANY
6500-O West Lake St. • Minneapolis 26, Minn.

For More Information Circle No. 292

machine-tools, shop, materials-handling and office equipment, as well as grid sheets, tapes, etc. The 36-page supplement covers approximately 2000 current machine tools which have been added to Repro-Templets' inventory of standard catalog items, immediately available on order, for use in plant planning. For a free copy, write above address on your company letterhead.

PAPER & FORMS JOGGERS

Syntron Co., 715 Lexington Ave., Homer City, Pa., offers a fully illustrated, eight-page bulletin on vibrating paper



joggers for fast alignment of paper stock. Complete data and specifications are presented on the company's line of single and double action units, as well as two, three, and four-bin forms joggers. For a copy of Bulletin No. PJ-73161, **Circle No. 154.**

COFFEE VENDOR

Griswold Vending Co., 1204 Chestnut St., Minneapolis 3, Minn., describes four-second coffee vending machines in a full-color catalog sheet featuring the Cream-O-Meter on Model V13 which measures refrigerated dairy cream to suit any taste. The unit is 100% sanitary. Product containers are steam sanitized and there are no hoses to clean or replace; no plumbing required. Operating specifications and an

interior view of the unit illustrates its easy to service features. Exterior design is completely new. For a copy, **Circle No. 152.**

SPOT CARBONIZING

Transkrit Corp., 704 Broadway, New York 3, N. Y., offers its brochure "Some Spots Are Better Than Others" which gives reasons why printers should avail themselves of profit-making potentials provided by spot carbonizing (also magnetic ink encoding) trade services. A demonstration is also included in this two-color specimen. Copies available at no charge upon request to above address.

ELECTRONIC EQUIPMENT DESIGN

Pacific States Engineering, 12838 Weber Way, Hawthorne, Calif., offers an eight-page brochure describing its services in the design of devices to improve efficiency and reduce costs in offices. Backgrounds of the firm's senior personnel are described, showing their many years of experience in the development of computers, electronic equipment and electromechanical devices. The company's specialty is the application of space age technology in the development of commercial products. For a copy, **Circle No. 192.**

STOCK FORMS

Watts Business Forms Div. Alfred Allen Watts Co., Clifton, N. J., announces its 1961 32-page catalog of stock business forms. This illustrates and describes over 30 commonly used office and tax forms in various sizes and styles. Stock forms have wide usage for general applications, as well as for short-run or experimental requirements. Most forms are designed for individual imprint of firm name and address, including line artwork where desired. New items include quotation

DATERS for SMALL and LARGE SPACES

FORCE Daters fit the space of all office forms. Model 400 is ideal for narrow spaces—inventory, ledger, sales cards etc. Date changes with stylus. Model 450 is all-purpose dater; month changes automatically after 31st day change. Bold day figures are easy to see.

Write for Catalog

WM. A. FORCE & CO., Incorporated
216 Nichols Ave.
Brooklyn 8, N. Y.

For More Information Circle No. 295

forms, purchase order follow-ups, requests for quotation, magnetic ink checks, and expense vouchers. For this catalog, **Circle No. 149.**

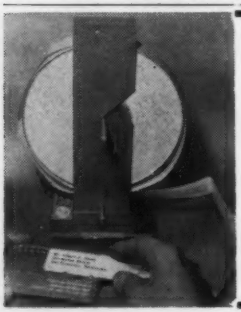
DICTATING MACHINES

Stencord Dictation Systems, Dept. 61, 37-20 48th Ave., Long Island City 1, N. Y., offers a booklet, "What You Should Know About Dictating Machines" which reviews briefly the background of dictating machines and traces the development of modern dictation equipment. This serves as a helpful reference for individuals or companies contemplating the installation of such equipment. For a copy, **Circle No. 166.**

MAIL & OFFICE BAGS

C. R. Daniels, Inc., Daniels, Md., offers a 28-page illustrated catalog showing its mail, money, depository, distributing, messenger and waste bags. Included are canvas, canvas and leather, all-leather mail bags in round, flat and oval-bottom styles. There are illustrations and information on bond bags, messenger bags, U. S. Government type mail bags, laundry bags,

square-bottom shipping bags and tool rolls. Complete specifications and a description of the construction of each item is included. For a copy **Circle No. 161.**



Big Time-Saver

IF YOU USE ADDRESSOGRAPH PLATES IN FRAMES

QUIK-KARDS are shown at left. They save time MANY WAYS. Furnished in continuous perforated form like theatre tickets. Precision made. Fit your frames better than ANY card. You do not handle small, individual cards. No need to pick up the next card. It is already in your hand. Can't get out of order. Work flows faster and smoother. Send sample of card you use to show size and receive free samples of Quik-Kards. Write Addressing Machine Co. of Calif., 667 Mission St., San Francisco 5, Calif. YUkon 2-2130.

For More Information Circle No. 293

• LONG LASTING • GREASELESS

STAINLESS • ODORLESS

Milne

Only 50¢

FLIP-FAST

The New Miracle

FINGERTIP MOISTENER

. . . Enables you to handle and sort papers, count money and file faster than ever before. It will save you money by increasing office efficiency.

Trial Offer — 2 FLIP-FAST for $1.00 or 12 for $6.00 postpaid in the U.S.A.

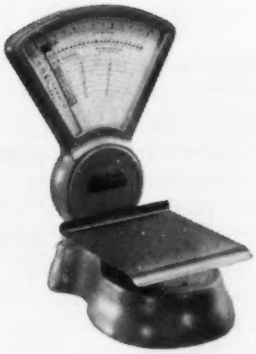
See your Stationer or write — MILNE MANUFACTURING CO. 1235 Wazee - Denver 4, Colo.

For More Information Circle No. 294

Corporate image clouded by mail scale?

You may be fair-haired in your industry, rate high with your bank, loved by your suppliers. But if your customers get letters "Postage Due" —not so good! And a stiff old mail scale that underweighs may be doing dirt to your company repute. While a tired old scale that overweighs may be dribbling away dollars. (Just an extra, unneeded 4c stamp on only eight letters a day loses almost $100 a year.)

The best insurance against your overweighing or underweighing is a Pitney-Bowes mailing scale. It is precision made to U. S. Bureau of Standards specifications and used by the U. S. Post Office. Automatic pendulum mechanism maintains accuracy year after year, registers quickly, exactly.



The big hairline indicator shows precise weight and postage required, without doubt. The large markings are easy to read, make mailing faster and easier, avoid errors and postage waste.

There are eight models, including two for parcel post. Ask the nearest Pitney-Bowes office to show you the model you need. Or send the coupon for free illustrated booklet.

FREE: *Handy desk or wall chart of latest postal rates, with parcel post map and zone finder.*

Pitney-Bowes

MAILING SCALES

Made by the originator of the postage meter . . . 149 offices in U. S. and Canada

PITNEY-BOWES, INC.
3491 Walnut St., Stamford, Conn.

Send free booklet ☐ *rate chart* ☐

*Name*_____

*Address*_____

For More Information Circle No. 430

finding and filing *takes just Seconds*

with BARKLEY TAB GUIDES

Modern offices use Barkley Tab File Guides because they make the job so easy. How? Well, each tab is both angled and magnified—takes only a glance to find the file you want. And Barkley Tabs are durable—stand up under constant use for years. The next time you make up your supply list . . . *be sure to add Barkley Tab File Guides . . . at the top.*

At all leading stationers.

C. L. BARKLEY & CO.

1220 W. VAN BUREN ST. • CHICAGO 7, ILL.

For More Information Circle No. 317

GELATIN ROLLS ANYONE?

We are the largest distributor of Gelatin Rolls in the country. We furnish any size Gelatin Roll to fit all types of duplicating machines.

We recently have taken over the Gelatin Roll accounts of Columbia Ribbon and Carbon Mfg. Co., Inc., of Glen Cove, N. Y.

Ask for catalogues and discounts.

BECK DUPLICATOR CO., INC.

150 West 26th Street, New York 1, N. Y.

For More Information Circle No. 318

FILE INTERROGATORS

Information Products Corp., 156 Sixth St., Cambridge, Mass., offers a 24-page technical brochure that describes the recently-developed IPC random access file interrogators. It contains photographs of the alphanumeric and numeric interrogators, complete specifications and block diagrams. For a copy, **Circle No. 151.**

PLAN FILING SYSTEM

Pack Mfg. Co., Box 508, Logan, Utah, offers a comprehensive 28-page book containing all facts on the Pack Interlock Filing System for drawings, patterns, prints, maps and other documents. It answers questions pertaining to economy, space requirements, fire resistance, convenience, installation layouts and accessories. For a copy, **Circle No. 181.**

57 Ways to Save Money

(Continued from page 150)

bon) and clamping it on your offset duplicator. You can run off twenty or more copies from it. They may be crude and have a grayish background, but they are legible and usable.

8. If one part of a three or four-part set is to go through a diazo machine to furnish extra copies, don't print only that part on translucent paper. Print *all* parts on the same stock. You'll save more in collating charges than you'll add in increased paper costs.

Buying Forms

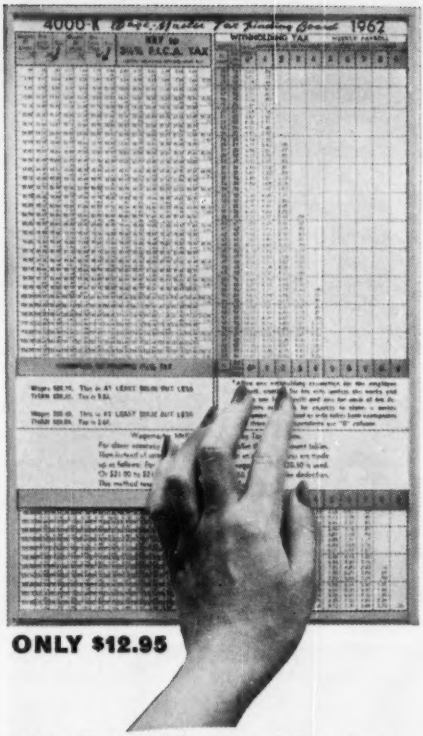
1. Stick to standard color paper combinations for your continuous and snap-out multipart forms. If it's going to cost you less to have the second part

Completely new for '62

Wage-Master®

TAX FINDING BOARD

PAYS FOR ITSELF IN ONE DAY!



ONLY $12.95

Shows new 3⅛% FICA taxes

Figures Federal Income and new 3⅛% FICA (Social Security) tax deductions quickly and accurately. Since 1944, when Wage-Master was first introduced, thousands of companies have found it indispensable. Expanded 1962 tables forced a complete re-design of the instrument. Changes in tax rates, increased wage scales, and additional exemptions are all incorporated in the new 1962 Wage-Master tables.

Tables for all pay periods

Compact (9" x 13") practically indestructible plastic frame holds easy-to-read tax tables. Tilt-proof slide lines up columns, increases accuracy. Choose tables to suit your pay period:

—weekly —semi-monthly
—bi-weekly —monthly

And, you have a choice of *One-Deduction* or *Standard Two-Deduction* tables.

Saves thousands of postings

One-Deduction Wage-Master tables save thousands of postings by combining Withholding and FICA taxes into one figure. The table contains two sections (side by side), one for income up to $4800, the other for income exceeding $4800. Wage-Master boards slip easily into your desk drawer . . . take up little space on your desk. Can be kept up-to-date for years to come by replacing tables.

State Income Tax provision, too.

As a bonus, a ruled blank form that slides out for easy reference is provided for entry of State Income Tax figures.

SEND TODAY for a descriptive brochure and order form. See how a Wage-Master board can pay for itself through time savings and error prevention.

MONEY BACK GUARANTEE
If you are not completely satisfied with your Wage-Master, your money will be refunded in full.

1427

GRAPHIC CALCULATOR CO. 633 S. Plymouth Court • Chicago 5, Ill.

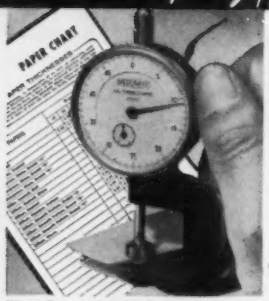
For More Information Circle No. 406

End Paper Stock Guesswork with

MICRO-MITE

NEW INSTANT-READING PRECISION

Dial Paper Gage



Easily Identifies Correct Substance, Weight, Thickness of Any Paper Stock, Board, etc., up to ½" Thick!

Every Estimator, Buyer, Salesman Needs One!

Saves Time! Pays for Itself!

TRY 10 DAYS FREE!

Handy quick-reference paper chart included! Order from your graphic arts dealer, or if not available, sent postpaid on receipt of price, $19.95. Satisfaction guaranteed!

Dealers: Write us!

LITHO RESEARCH, INC.
113 Queen Anne Ave. N. Dept. OM Seattle 9, Wash.

For More Information Circle No. 319

DO YOU WORK WITH COLD ALL DAY FEET?

Now at last a new modern, low priced electric foot warmer that will keep you healthy, happy and comfortable.

HELP PREVENT COLDS WITH ... ELECTRO-MAT

Check stand cashiers, secretaries, assembly line workers, housewives, office workers, theatre cashiers, machine operators, telephone operators, and many others throughout the country are now singing the praises of the Electro Mat. There is no further need to work all day with cold feet.

Size 14" x 21" lightweight, portable

Safe and Economical • 12 Month Guarantee

INTERSTATE RUBBER PRODUCTS CORP.
908 Avile St. Dept. 83 Los Angeles 12, California
8108 Meyers Rd. Dept. 93 Detroit 28, Michigan

Consumes less power than a 100 watt light bulb. Mail your check or money order today for ONLY

$8.95 Delivered

Please send me.....Electro Mats at $8.95 each.
IMPORTANT SAVING:
If 6 or more ordered, price is only $7.95 each.
☐ C.O.D. Enclose $1.00 deposit with order.
☐ Prepaid

Name.....
Address.....
City.....State.....

For More Information Circle No. 322

pink instead of blue, why not do so? Check this with your forms printers. Learn their standard color paper sequences and specify them in that order when you buy forms.

2. If the volume warrants, and if you can keep the same weight stock all the way through, aim your multipart specifications at a fanfold press. The savings will surprise you!

3. Don't specify printing on the backs of your forms unless it is absolutely necessary. For example, the one word, "Explanation," on the back can be avoided by a phrase on the front of the form which says, "Explain on the reverse side."

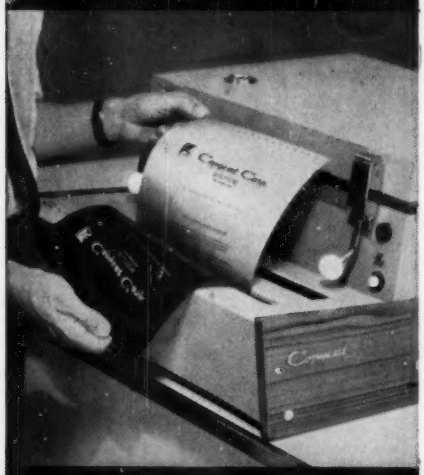
4. If you need a form with two-sided printing and the reverse is to consist solely of text matter, put it in *off-black*, instead of gray ink. You'll save a press wash-up and it will still be as legible as it need be.

5. Be sure your hecto masters contain a minimum of guide lines and rules. Have these printed on your run-off sheets. They'll make the run-offs look a lot sharper and they'll also help to make the variable data stand out from the constant data.

6. When you buy stock tabulating forms and insist on them bearing your own form numbers, you add nothing to the form but *extra cost*. Settle for the supplier's stock number unless you are going to have other printing on the form. Why pay the cost of an additional press run just to use your own form number?

7. Try to avoid stapling on your continuous forms. Use bump fastening, crimping or some other method. On multipart forms that go beyond six or

Choose 11 x 15 or 18 x 26-inch Copycats, both with automatic vacuum pump for sharpness of pressure contact. Automatic vacuum release means no cracked ground glass on light box.



Copycat is designed for speed and economy. Rollers easily removed for cleaning. One-minute developer change. Gevaert plates stack for storage . . . and repeat uses.

NOW... complete plate production in one compact unit!

Copycat

OFFSET PLATE-MAKER

3 Simple Steps • 3 Minutes Time • 39¢ per plate, including negative

Right in your own shop, in ordinary room light, you can produce high-quality Gevaert aluminum offset plates on this new Copycat unit. Just expose . . . develop . . . fix. Whatever the job, simple mass copies or precision color, plate production with Copycat is just three steps, three minutes . . . and 39¢ including negative.

Copycat handles line work, screened half-tones, screened tint blocks and color. You need no dark room, no plumbing . . . no camera, no arc lights. You avoid delays, save messenger fees, save $3 or more over plates bought outside.

This Copycat is a new refinement of a precision line. No other plate-maker has all its features, all its range and capacity. Look at the features . . . Look at the costs . . . then test it yourself. Check it with your material, your duplicator.

Send Coupon . . . or Phone OR 4-5582 in New York

Copycat Corp.

Photocopy Machines — Offset Plate-Makers

GEVAERT Paper & Plates

Copycat Corporation 0-111
200 Park Avenue South, New York 3, N.Y.

☐ Please send details of Copycat plate-maker, and demonstration data.

☐ Please arrange a demonstration for me.

Name_____

Firm_____

Address_____

City_____ State_____

For More Information Circle No. 411

seven parts you may require staples. When fewer parts are involved, save that extra cost. Stapling adds one to two dollars *per thousand* to your forms cost.

8. Instead of collated unit sets with printed distribution at the bottom, use ballot box distribution on padded forms. This means that the person filling it in will also have to check off the appropriate box, but it also means less waste when you don't send copies to all those on the pre-printed ballot box distribution, and your forms cost is considerably less because collating is eliminated.

9. Know the standard cut-outs from bond stock (17″ x 22″ basis) and utilize them when you design such forms. *You* pay for the waste when the printer has to make extra cuts, and when he throws stock away after cutting your job.

10. Learn the dimensions of rotary forms presses and set up your designs for standard cylinder circumferences, not the off-beat sizes that only one or two printers have.

11. When you have small orders for printing and don't wish to go through the machinations of a regular purchase order, in view of the few dollars involved, you might resort to a printing order. This is a padded form for the dual purpose of making the order official while cutting down preparation time. It should only be used for orders of less than $50 in total value (or $100 if you have a large number of orders up to that amount). This form has considerable pre-printed area for easy fill-in of such items as specifications and delivery. One copy goes to the vendor, the other is kept for verification against

Save Those Beautiful Eyes

RITE-LINE COPYHOLDER

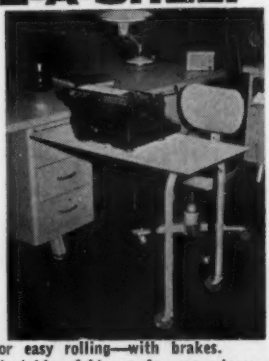
- SAVES EYESTRAIN
- PROMOTES ACCURACY
- INCREASES PRODUCTION
- TAKES COPY UP TO 20"
- HOLDS NOTEBOOK
- FITS IN DESK DRAWER
- LINE MAGNIFIER EXTRA

Send for FREE Booklet describing RITE-LINE COPYHOLDER

RITE-LINE CORPORATION
4209 39th St., N. W., Washington 16, D. C.

For More Information Circle No. 323

ALL-NEW TYPEWRITER
SLIDE-A-SHELF
for standard and electric machines

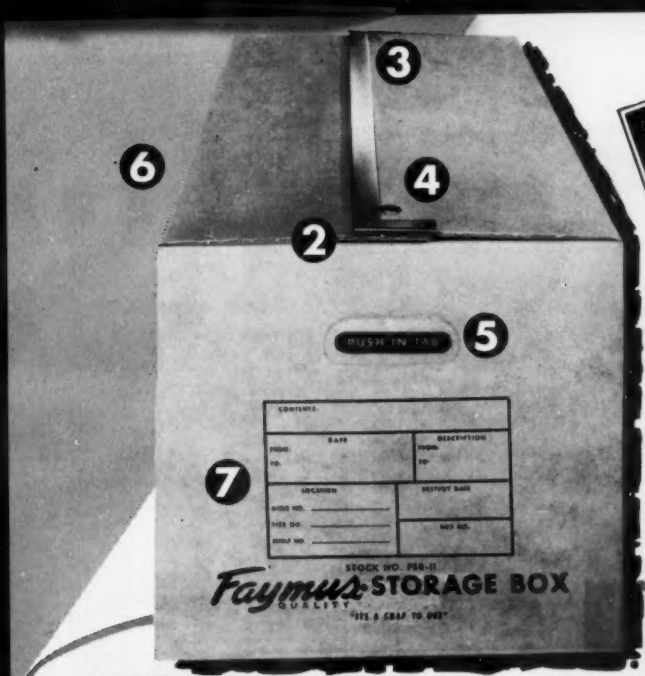


- Converts any desk (wood or steel) into a secretarial desk.
- Does not eliminate drawer space—all drawers usable.
- 3" casters for easy rolling—with brakes.
- Height is adjustable—folds up for easy storage.

Sturdy, dependable for electric machines. Top size 16" x 26". Masonite, rubber or Formica tops. Gray, Tan, and Mist Green frames. Packed single, can be mailed parcel post. Weight 11 lbs.
manufactured and guaranteed by

h. a. STEGER CO.
822-824 Spruce St. • St. Louis 2, Mo.
Write for our new, free, full-color brochure covering the entire HASCO line of Office Machine Stands.

For More Information Circle No. 324



ALL **NEW** from *Faymus*

1

AND Every One of these *Faymus* Storage Box Features Saves You Space, Time, Money!

Check these Faymus exclusives "engineered" for lowest cost, highest efficiency, greatest protection as you free active files: 1 New Double-Bottom design increases box strength . . . holds it flat . . . keeps dust and dirt out, resists moisture. 2 New "Hidden Seal" presses flaps firmly together — just peel off protective paper on bottom. 3 New metal runner is a *slide* to ease stacking, reinforces top. 4 New Top Snaps make a quick "open and shut" case. No strings or hanging ties! 5 New Push-in Hand Hold, make box easy to handle and carry. 6 200 lb. test corrugated construction throughout. 7 Printed Label on Oyster white box for quick indexing and identification. *No other Storage Box offers all these big extras* — order now.

25 Sizes To Choose From: Packed Flat in Handy 2's, 6's, Dozens

— Sold exclusively through dealers —

ALSO— NEW

Faymus **"RE-TAINER"**

This rugged, but light, portable container, ideal for Desk or Storage, gives you these welcome, practical features: Printed Index Label, Double-Bottom Construction, Holds Letter and Legal Files; 12" W - 10" H - 15" D.

FREE STORAGE BOX OFFER:

Faymus Div. Bankers and Merchants, Inc.
4410 N. Ravenswood, Chicago 40, Illinois

Gentlemen: Please send me, with no obligation, new Faymus Check-Size Storage Box.

NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____

For More Information Circle No. 344

vendor's invoice. Such a system must be in line with your company's purchasing policy, but it's a step in the right direction in small order handling, a real problem to any purchasing department.

12. To achieve a suitable separation of variable data from pre-printed material on forms, especially accounting ones, try gray-line forms as substitutes for such expensive devices as multicolor printing or pen-ruling. Through the use of a screen, part of your copy is toned down to a "gray." This requires two separate pieces of copy in most cases. Your art work must therefore be *pre-separated* for camera. A nice effect is possible when you screen only the lines and leave the type black. Make one layout with *ruled lines* only, and a second with *type* only, perhaps using faint blue pencil lines as guides for your typist. The two pieces should be in register. Check this by positioning them over a light box and putting register marks on both.

13. Register marks are available predrawn, in continuous rolls of pressure sensitive tape. All that is needed is to strip off a piece and press it down in a nonprinting area of your copy. These symbols help the platemaker line up two pieces of copy so that the end result will be one plate with perfect register.

14. Perhaps you can't give your printer a number of different forms to gang-run because you don't have equal quantities of similarly constructed forms coming up at the same time. However,

NEW OFFICE COLLATOR GATHERS 8 SHEETS PER SECOND!

collates
480 sheets per minute

produces
2300 8-sheet sets per hour
loading time included

delivers
alternated sets, jogged criss-crossed and stacked in delivery tray

Eliminates "arm fatigue" completely
No more sore arms or aching muscles—only actual work involved is loading the feed trays. The "Escalator System" completes the job—quietly, automatically.

Labor and money saving
Automatically replaces boring, tedious costly hand work. Ends diversion of highly paid office help from their regular jobs. . . avoids overtime and expense of extra temporary workers.

Saves valuable floor space
Complete Collating system in floor space of only 48" x 20".

Write for Complete Information, name of nearest dealer.

HALVERSON Products Company, Inc.
1051 N. Paulina St., Chicago 22, Ill.

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Instant copies...

Instant

SAVINGS, TOO!

THE TRANSAMATIC PHOTOCOPIER

Expensive machine features and performance. Yet budget-priced!

You save from the start. For the price is as compact as the machine itself. You keep on saving, too. As your Transamatic polishes off each copy job in seconds. For pennies!

Reproduction is letter-perfect. Any ink. Any color. Whether typed, printed, drawn, stamped, written or mimeographed. Your Transamatic is precision-engineered for a career of dependable, trouble-free service.

Operation is simplicity itself. The No-Mix Cartridge snaps in, snaps out to end messy solution handling. Plugs in anywhere. And more. All, in fact, of the features and conveniences usually found only in machines costing twice to three times more. There are no accessories to buy either! The full story of this workhorse is yours for the asking. As is the free Manual on Office Efficiency. Just mail the coupon.

Sales and service offices in all major cities

TRANSCOPY INC.
A Subsidiary of
ANKEN CHEMICAL AND FILM CORP.
NEWTON, N. J.

Send Today

FOR THE FACTS

TRANSCOPY, INC.,
10 Paterson Ave., Newton, N. J.

Yes, I want full details of how the budget-priced TRANSAMATIC can save time and money in my office. I will appreciate the following:

____ FREE Transamatic Fact Sheet
____ FREE '61 Manual on Office Efficiency
____ FREE, NO OBLIGATION DEMONSTRATION. Have your representative call me for an appointment.

NAME _____

COMPANY _____

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For More Information Circle No. 407

Did you know . .

Did you know . . .

THIS EXCLUSIVE Handy Reference Date Feature (For example 7/5/62 for July 5, 1962)

is available only on Keith Clark and Defiance Calendars.

Complete line of Desk Calendars with bases in attractive decorator colors.

Order from your Stationery Supplier or write for FREE catalog and name of nearest dealer.

Keith Clark & Defiance Calendars
Manufactured by —

KEITH CLARK, Inc.
1451 Broadway New York 36, N. Y.
Phone: LAckawanna 4-4895

For More Information Circle No. 329

he might be running jobs for other companies which *are* similar to yours in both respects. Sometimes, if his price looks low, it may be because he *is* ganging your job with those of others. Find out when he has work similar to yours and *force* an order to take advantage of this lower cost. This shouldn't be overdone however, or you may wind up with a storeroom full of forms because he had "space on his presses."

15. Try grouping similarly constructed forms and placing them with an outside printer on a minimum stock basis. He runs them at intervals that are most economical to *him*—and to *you*, and stocks them for you. When the stocked quantity reaches a predetermined low point, he automatically reruns the order quantity unless you notify him in the interim that the form has been changed or eliminated.

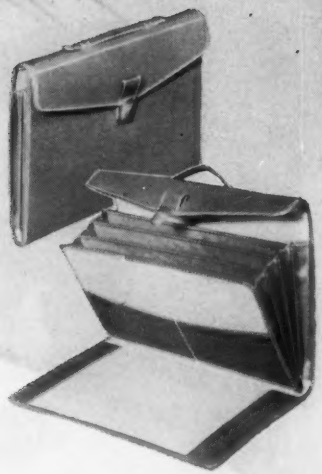
16. If you use continuous tabulating card checks, try the ones without medial strips. These save time. They have the short grain which was considered a drawback until recently because of fears it might lead to trouble in the machines. The acceptance of these cards has been so strong that apparently grain direction is no longer considered a problem.

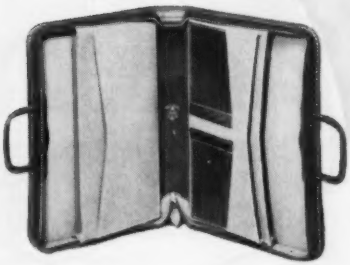
17. Instead of buying colored tabulating cards, consider the regular manila finish with *colored stripes*. This identifies them and sets them apart from plain cards while costing less money. They are also worth more as scrap cards, a factor to consider when you use large quantities.

18. When you design a form and send it around for approval, never send your *original* drawing. Make copies on

Stebco GIFTS

guaranteed
to carry your
best wishes
5 full years





A reflection of your good taste and judgment, they have the look of quality, the aura of prestige. That's why Stebco Business Cases are a prized possession of business and professional men. A lasting gift that will be remembered and appreciated even at Christmas, **1970!**

Your favorite Office Supply Store, Luggage or Department Store will be glad to show you a wide choice of Business Case Gift ideas in Stebco's exclusive TUFIDE and choicest Top Grain Cowhides.
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LOOKS like leather, **FEELS** like leather
OUTWEARS leather 5 to 1
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Send for FREE "Manual of Record Storage Practice" telling you how long to retain or destroy business records PLUS our complete catalog of Special Record Storage Filing Equipment.

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Please send, without obligation, my FREE manual of Record Storage Practice PLUS new, complete product catalog.

Your Name_____
(Please Print Plainly)

Company_____
(Please Print Plainly

Address_____

Postoffice_____ State_____

For More Information Circle No. 331

a copying machine. Let approving departments deface *those* if they must, but not your own masterpiece!

19. Is it worthwhile to make scratch pads out of obsolete forms? There are many arguments for and against this. In my opinion it is scarcely worth the trouble unless the quantity of scrap forms is quite large, and your employees are conditioned to using second-hand supplies—a rare trait in today's offices where workers are given the finest tools and work in surroundings that defy exaggeration by Hollywood! Not only must the quantity be large, but it must be of a size that can be cut into multiples. You can't just give out pads of old forms and tell people to write on the reverse side. Someone will surely begin using them for their original purpose. The stock is important too. Converting rag content letterheads to scratch pads is, oddly enough, a poor choice because the surface is not as smooth as standard bond scratch pads. It is sized differently and is more difficult to write on.

The reverse side of a form generally is the wire side, or wrong side of the paper. It's rougher than the front and also more difficult to write on. Maybe a minor point for a scratch pad, but check your next lot of scratch pads and see how smooth the writing surface is.

When all else is considered, the conversion cost may be your biggest drawback. Handling, unwrapping, cutting, padding and stocking, may cost more than if you bought fresh scratch pads. Don't ever consider converting obsolete forms to scratch pads when you've had them on the shelf so long that they are foxing at the edges, and are brittle

READING TIME – 53 SECONDS

In the time it would take you to read this you could have installed a set of PERFEX disposable MOLLETON ROLLERS

NOW AVAILABLE FOR THE:

MULTILITH 1250
MULTILITH 1250W (11 x 18)
ATF 15, PHOTOSTAT, WHITIN
DAVIDSON 221, 233, 241, 251

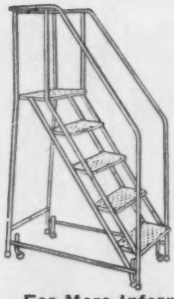
The PERFEX SYSTEM consists of a set (form & ductor) of dampener rollers, complete cores with TRI-MOL molleton covers applied. When your covers need changing you simply throw away the complete roller & replace. Since it is a complete roller the PERFEX ROLLER need only be put into its proper position on the press and you are ready to run. No operating change is necessary from your present dampener system.

NO MORE SPLIT SEAMS ■ NO NEED TO SEND OUT ROLLERS FOR COVER CHANGES ■ NO LOST PRESS TIME DUE TO COVER CHANGES ■ NO MORE LOOSE OR TWISTED COVERS ■ NO MORE REMOVING OLD COVERS AND APPLYING NEW ONES ■ NO LOW ENDS OR MOURNING BANDS ■

Send for brochure & name of local dealer

ROLL-O-GRAPHIC CORP.
133 PRINCE STREET, NEW YORK 12, N. Y.

For More Information Circle No. 419



COTTERMAN TUBULAR WELDED STEEL SAFETY LADDERS
For Filing Rooms, Stock Rooms, Vaults
Strong—Easy to Move, Easy to Climb.

Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 13 heights — 4 widths. Send for Circular 56-O and prices.

I. D. COTTERMAN, Mfr.
123 W. Spring Avenue
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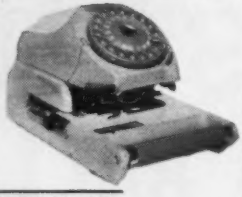
NIPPO WELLON
Electric Check Writer

Just turn the dial—that's all, and Presto!—the amount is automatically and clearly perforated.



YOKOHAMA, JAPAN
NIPPO MACHINE INDUSTRY CO., LTD.

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TYPEWRITER LIFE INSURANCE

Insist On a
FUTURISTIC GALAXIE
Platen

Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer

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STOP
STATIC ELECTRICITY
$3 PER CAN $30 PER DOZ.

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1220 W. 6th ST. • CLEVELAND 13, OHIO

For More Information Circle No. 360

to the touch. Those belong in the garbage can.

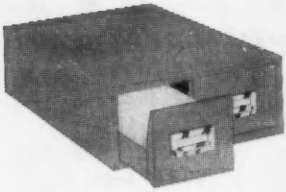
20. If you insist on using direct image masters for forms work, you'll save time in your ruling if you use blank mats with preprinted grid lines on them. These lines are non-reproducible. They can be had in many varieties, but the best grid pattern is usually the same one as you use on your standard forms design sheets.

21. If you do not believe in metal offset plates but insist on making new direct image plates each time you reprint a form, why not run a few blank masters through with your forms? You'll be creating the masters for use next time, instead of having to re-draw them.

22. If you are constantly running out of forms, leading to rush orders at premium charges for overtime and special services, try this: have your printer *keep,* on his shelves, a three-months' supply of every form he prints for you. In other words, you do not get *complete* delivery of your order. When you *run out,* he's got them ready and waiting for you! While your re-order is being processed under normal lead time, he ships you the three-months' supply.

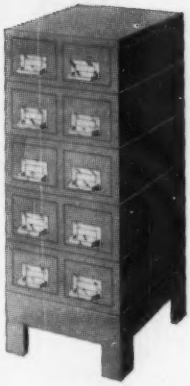
"What's the matter with you, Jones?"

FLASH FILING *Card Cabinets*



Card Cabinets	H	W	D	Std. Pkg.	Wt.
F35-16D	5-3/16	12-5/16	16	1	10¼
F46-16D	6-3/16	14-7/16	16	1	13½
F58-16D	7-3/16	18-3/8	16	1	18½
F35-16D Base	15	12-5/16	16	1	6
F46-16D Base	15	14-7/16	16	1	8
F58-16D Base	15	18-3/8	16	1	10

Other Heights on Request



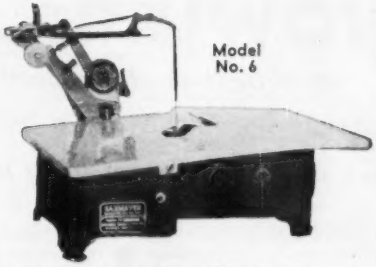
SINGLES	H	W	D	Std. Pkg	Wt
F35-16S	6-7/16	5-3/16	16	1	6
F46-16S	7½	6-3/16	16	1	7
F58-16S	9½	7-3/16	16	1	9
F69-16S	10½	8⅛	16	1	12

FLASH FILING, INC. • 2634 S. Cherry, Fresno, Calif.

For More Information Circle No. 333

CUT YOUR MAILING COSTS!

with the Model No. 6



THIS portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for *general purpose tying* of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost. All SAXMAYER tyers are noted for **SAFETY**—automatic releases where needed; **SIMPLICITY**—all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT**—fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

WRITE DEPT. J.

NATIONAL BUNDLE TYER CO.

Blissfield, Michigan

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Cut Paper Sorting-time Costs . . .

USE

Perfe-Pick

- Faster Handling
- Stainless
- Greaseless
- Rinses off Easily
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Fingertips with Perfe-Pick Pick Papers Quicker

ONLY

50¢ EACH

AT YOUR STATIONERS
OR WRITE TO

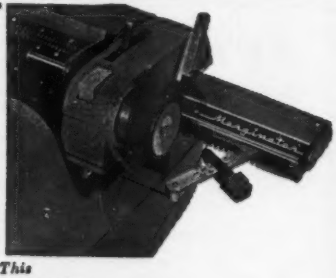
PERFECOPY CO., La Grange, Illinois

For More Information Circle No. 223

NOW! TYPING that looks like PRINTING —

at a fraction of the cost!

Inexpensive Typewriter Composition That Looks Like Expensive Typeset Printed Matter



Your "copy" CAN Look Like This

Now - your typewriter is more useful than ever. Anything that is now set up in type can be well reproduced with typewriter composition, and JUSTIFIED so that regular type-set printing is simulated. Regardless of the process of reproduction -- whether for a daily newspaper, an elaborate brochure, or a simple offset, mimeographed, or hektographed bulletin, the Marginator now offers you composition at greater savings than ever before possible. The two columns shown are IDENTICAL line for line. Compare them and see how perfectly the MARGINATOR evens up the right-hand margin.

Your "copy" Now Looks Like This

Now - your typewriter is more useful than ever. Anything that is now set up in type can be well reproduced with typewriter composition, and JUSTIFIED so that regular type-set printing is simulated. Regardless of the process of reproduction -- whether for a daily newspaper, an elaborate brochure, or a simple offset, mimeographed, or hektographed bulletin, the Marginator now offers you composition at greater savings than ever before possible. The two columns shown are IDENTICAL line for line. Compare them and see how perfectly the MARGINATOR evens up the right-hand margin.

Write for Free Illustrated Folder

MARGINATOR COMPANY, 1121 W. Magnolia Ave., Burbank, Calif.

For More Information Circle No. 224

Personnel Forms

(Continued from page 86)

sheet for use by the salary committee to make wage adjustments. Thereafter, the salary disposition cards are completed and sent to the supervisors.

During employment, an individual may change status in many different ways—change of address, departmental transfer, marital, type of employment, military leave, leave of absence, etc. The best way to cope with this problem, and make sure all records are changed, is to use a change-in-status-in-employment sheet. This form contains all of the normal changes. It is completed by the supervisor and sent to the records control clerk who checks to see that everything is in order and then establishes the routing to any or all divisions in the personnel department whose records will be affected by the change. This form is a snap-out type with as many carbons as are necessary to advise other departments, such as addressing, payroll, etc.

In a like manner, a termination of employment form is recommended, constructed and routed in the same manner as the change-in-status form. This will insure clearing all of the records from the active file. After giving the matter considerable thought, a complete memorandum should be prepared covering what to do with the cancelled cards, where and how they should be filed, and most important, for how long.

For a slight extra initial cost addressing machine plates also can become a permanent file for salary administration, statistical analyses and employee mailing addresses.

Try this business helper for 1961!

The DOOLITTLE
MEMO PAD WALL CALENDAR

You'll use it dozens of times daily! Each sheet provides daily spaces for jotting down quick notes, phone calls, appointments and reminders. Perfect for production schedules and follow-up systems in your office and factory.

No. WPC DAILY MEMO PAD WALL CALENDAR, size 20 x 26 inches. Two months per sheet, 6 sheets per pad, lithographed in soft brown on special, heavy 10 pt. cover paper. Substantially bound in durable plastic leather with two hole hanger.

Only $3.50 each, from your stationer, or if not available locally, use the coupon below to order. Also available for advertising imprinted with your company name, address, 'phone sales copy and products. Write for special quantity prices.

Also available—personal desk pad calendars and desk pad fillers in 17 x 22 or 19 x 24 inch sizes. See our advertisement on desk calendars in the October issue on page 298.

See Your Stationer or MAIL COUPON

DOOLITTLE & COMPANY, Inc.
320 N. Dearborn St., Chicago 10, Ill.

Please send ..... Memo Pad Wall Calendars at $3.50 each. Am't. enclosed $.....

Signed .....

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Street .....

City .....State .....

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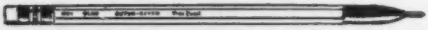
For More Information Circle No. 260

BOOKKEEPERS - SECRETARIES

NEW DESK PEN



Write relaxed, carefree — no smearing, clogging, leaking. Enjoy a steady, super-fine, even line for fine writing, shorthand, charts, ledger cards, visible records, banking, bookkeeping. Light, slim, comfortable—like a pencil, SUPER-RITER's wood casing makes writing easier, helps prevent stiff fingers and writer's cramp. Fine writing secret is a high quality, precision engineered Superthin Ball point and Formulabs® pre-tested superior inks—approved for legal writing. Red, Blue, Green, Black inks — 39c each — $3.25 doz. We pay postage. Money Back Guarantee if not completely satisfied. You can't lose. Send for a dozen now and try them. Advise colors wanted.

GARDNER STAMP COMPANY
166 South Washington St., Wilkes-Barre, Pennsylvania

For More Information Circle No. 261

For More Information Circle No. 262

Order-Invoice System Saves $7700 a Year

DONALD R. HARVEY, Manager, Vice President's Staff, Reilly Tar & Chemical Corp., Indianapolis

OUR OFFICES formerly suffered from an inflexible system based on typing a seven copy order-invoice set with interleaving carbons. At first this was sufficient for in-plant use, but some years ago there developed the need to keep more executives and supervisors advised on order details. We constantly needed more copies, as for our new tabulating department. Illegible carbon copies caused errors and much unnecessary correspondence.

Reilly Tar & Chemical Corp. and its Republic Creosoting Co. Div., have been in business over 50 years and employ over 1000 people. We make cold and hot application paints and pipe line coatings, coal tar and synthetic chemicals, creosote oil wood preservative, roofing and waterproofing pitches, road tars, pickling inhibitors, creosoted wood products and annealing carbon compounds. Our products are used chiefly by the aluminum, petroleum, pharmaceutical, rubber, chemical and steel industries; and by railroads, public utili-

ties, and highway departments.

The Ditto one-writing order and invoice system has proved an improvement. Typing accurate Ditto masters eliminates copying errors, reduces correspondence and keeps every essential person advised. The copies are more legible and more quickly read. The number required has grown to ten order and shipping copies and 11 copies of the invoice set—three times as many as before.

In applying the one-writing plan to our coast-to-coast organization, we place responsibility for accurately detailing every order on our 26 sales offices and their salesmen. Thus, the masters are typed at 26 different locations.

Once correctly typed at the source by the sales typist, who knows every detail about the customer's requirements, all following copies are identical and correct. The order master may go into the plant located nearest the point of origin or to any one of the other 13 plants making the particular product which is best situated for shipment to the point designated.

At Indianapolis headquarters, we receive some 20 orders a day from other company locations and, in addition, process 30 or 35 local plant order masters for shipment from one of our two plants in this city.

The masters are duplicated on a direct process duplicator at Indianapolis and on similar machines at 12 other locations. Each location where duplicators are used also puts its machine to profitable use in reproducing bulletins, forms, special specifications and other

BIG SHEET FILES

Speed Use

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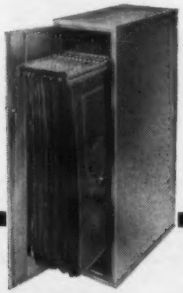

Now, you can file plans, drawings, maps, charts for ready identification and fast use. Save time, space and overhead expense. Modular sizes to fit your exact needs, in wall mounted, mobile, portable and cabinet units. Look for PLAN HOLD in Yellow Pages under Filing Equipment or write for literature.

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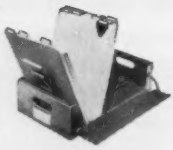
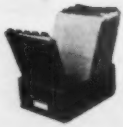
For More Information Circle No. 251

P.E.C. 'MATIC'
POSTING EQUIPMENT
FOR MODERN
OFFICE PROCEDURES

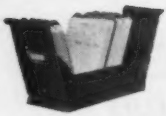
DUO-MATIC POSTING TRAYS AND STANDS

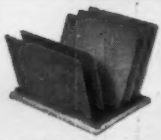

PORTA-MATIC POSTING TRAYS AND STANDS

TILT-O-MATIC TRAYS
(For register forms)


V-MATIC TRAYS
(Small capacity containers)

HANDI-MATIC TRAYS
(For writing board and machine accounting—records requiring small capacity containers)


EXPANDI-MATIC
(Designed for installations where space is at a premium)


TILT-O-RACK
Desk organizer

PRESTO TRAY
Posting tray for ledger sheets of varying widths

WRITE—For Information On The Complete P.E.C. Line

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M-L ASSOCIATES
MEAD-LEE Associates
SOLE DISTRIBUTORS FOR
POSTING EQUIPMENT
Corporation
1721 Elmwood Ave., Buffalo 7, N. Y.

For More Information Circle No. 332

items. Since the cost to own and maintain the average machine is only about 50c a day, they all show a profit by eliminating retyping and other expensive methods of making copies.

Typing duplicating masters at 26 locations is the key to Reilly Tar & Chemical's order-invoice system.

At our Indianapolis plant office, one clerk types the masters and a second extends the invoices, runs the duplicator and sorts the copies. For all 15 plants we show a saving of better than 15% of a typist's $3500 yearly wage, or a total labor saving on order master typing of $7900 a year.

With a volume increase of 40%, we produce three times the essential copies for each order that we produced under the old system with the same personnel. If we tried to accomplish this with the

"Guyenne"

TOP QUALITY NYLON TYPEWRITER RIBBONS

Attractively packaged in handsome, reusable plastic boxes. Appealingly low priced to guarantee a ready market and continuous repeat business with good profits.

DISTRIBUTORS WANTED IN U. S.
Write today for sample and profitable offer.

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LEADING MANUFACTURERS
OF
Intricate, Accurate, Economical
SPECIALTY
Multi-Part Business Forms

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Write for name of your nearest representative.

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For More Information Circle No. 383

Dealers build solid business with KEENER rubber bands

SEND FOR PRICES AND SAMPLES
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UNDA·WUNDA TYPEWRITER PAD by enor

• Anchors Typewriter Firmly • Reduces Noise
• Lessens Fatigue • Increases Speed and Accuracy
Standard & Electric sizes—eggshell, tan, green, gray colors
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The Most Helpful New Systems Book In Years!

THE PLAYSCRIPT PROCEDURE

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*by Leslie Matthies**

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Very likely you understand the procedures you write—but does your staff, your subordinates, the people you wish to instruct? Chances are *no*, according to nearly all systems research which indicates procedure writing as the most stubborn and difficult problem of all administrative tasks.

A procedure *should be* simply a document that tells people how to proceed to do their work. The great majority miss the mark. They are dull, verbose, rarely updated. Consequently they are not used and fail in the basic object of a procedures manual—Constructive Action.

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* *One of the nation's foremost authorities on systems and procedures. Currently Director of Foundation for Administrative Research and editor of newsletter "Systemation". Winner of Systems Man of the Year award 1958. Widely regarded as dean of systems men.*

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On all copies, the usual basic order information is duplicated unless blocked out for any purpose. From the plant record copy, the shipping entries, including quantity and units shipped, weights, etc., carbonize through onto the packing list, shipping order and superintendent's copy. The plant determines the date of expected shipment, notes the date on the customer's acknowledgment, and returns it to the customer promptly. This notation is carried through carbon spots to the sales

(Continued on page 288)

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NEWS OF THE Office

Laing Is LOMA President

Charles B. Laing

Charles B. Laing, vice president in charge of western operations, Prudential Insurance Co. of America, is the new president of the Life Office Management Assn. Hess T. Sears, administrative vice president, Equitable Life Insurance Co. of Iowa, is 1st vice president; Harry L. Archey Jr., vice president—administration, Fidelity Mutual Life Insurance Co., is 2nd vice president. Three new directors were also elected: Harry W. Kenney, vice president and controller, Kansas City Life Insurance Co.; Charles W. V. Meares, vice president in charge of insurance operations, New York Life Insurance Co.; A. C. Vanselow, vice president and controller, Franklin Life Insurance Co.

ISM's Successful Meeting

A near-record attendance of over 1000, plus 25 exhibitors including three actually operating large-scale computers, featured a successful 14th International Systems Meeting, Oct. 8-11, in Cleveland. The 15th ISM meeting of the Systems & Procedures Assn. is scheduled for Boston, Oct. 29-31, 1962. For further information, write John M. Sinclair, Bentley College, 921 Boylston St., Boston 15.

CIA Conference in Chicago

The 30th annual conference of the Controllers Institute of America will be held Nov. 5-8 at the Palmer House, Chicago. Charles F. Axelson, U. S. Gypsum Co., is general chairman of the executive committee. Raymond H. Giesecke, McGraw-Edison Co., is vice chairman and Donald V. Maxfield, Continental Casualty Co., is secretary. Financial officers of 15 Chicago companies form the committee which is planning the convention.

2000 Attend ACM Meeting

The 16th national conference of the Assn. for Computing Machinery in Los Angeles was attended by more than 2000. It was the first ACM conference to include equipment exhibits, the first to be held in a hotel instead of on a university campus, and the first to indicate the association may be interested in taking a place among sponsors of large-attendance conferences.

To Maintain MICR Standards

Responsibility for maintaining the signal level standard of MICR documents is being assumed, at the request of the manufacturers of bank equipment, by the Research Institute of the Assn. for Bank Audit, Control & Operation. The institute will provide standard test documents to banks, bank equipment manufacturers and imprinters of MICR documents for a charge covering only basic costs.

Recruiting in Colleges

The second annual seminar on recruiting college graduates, conducted by the Institute of Occupational Research, disclosed that recruiting costs per man hired range from as little as $500 to as much as $5000. The ratio of campus interviews

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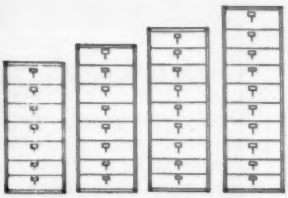

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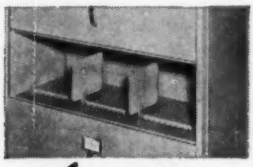

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to men hired is about 30 to one. Recruiters, to meet their quotas, must make more offers than they expect to be accepted. In contrast to industrial practice, some government recruiters make binding job offers on campus because they are not permitted to pay the expenses of applicants for plant visits. Some candidates still submit exorbitant expense accounts for plant visits, and one company tells the candidate in advance what the company will and will not pay for. Several companies found their acceptance rate lower this year than last, but one company's was higher.

Dr. Hayden Heads CPS Institute

The Institute for Certifying Secretaries, a department of National Secretaries Assn., elected Dr. Carlos K. Hayden, College of Business Administration, University of Houston, dean of the institute. Assistant dean is Dr. Mina Johnson, San Francisco State College, Calif.; secretary is Athene B. Bates, CPS, Canoga Park, Calif.

City-Wide Charge System

A city-wide charge account numbering system is showing benefits for eight retail stores in Tulsa, Okla., with a charge-plate program. The Diebold Alpha Numeric System (DANS) is used in the banking field, but this is its first application to a city-wide account system. Participating stores will be able to centralize major portions of their credit operations.

Where Deafness Is an Asset

There's one place in the industrial world, according to the newsletter of Western Girl, Inc., where partial, or even total, deafness can be an asset: in an exceptionally noisy office. A slightly deaf person can hear normal conversation over the hubbub of machine noise better than one with normal hearing. A totally deaf person who can lip-read would have no problems in communication when working in such surroundings. Noise is one of the greatest fatigue-producers that an employee can encounter. In an exceptionally noisy place, skilled deaf workers can work without the headaches and nervous strain suffered by those with good hearing. Some firms have adapted the sign language used by deaf employees for use by employees with normal hearing to pass information without having to shout.

Microfilm Service

Fulfillment Corp. of America, a specialized service division of Stanward Corp., Marion, Ohio, announced a new general microfilming service for government and industry. According to Stanley K. Franks, vice president, this complements their Federal cataloging work that involves preparation of item descriptions and handbooks showing millions of illustrated parts breakdowns and lists.

Preventing Embezzlements

Most of last year's bank embezzlements involving more than $100,000 could have been prevented, according to John N. Raleigh, technical division director, Assn. for Bank Audit, Control & Operation, if personnel were compelled to take annual vacations and if their duties were properly segregated with proper rotation of duties. In 32 of the 36 cases, the frauds were committed by bank officers.

Much Paperwork for Missiles

One-fifth of all workers in missile and spacecraft manufacturing are office personnel, according to the Bureau of Labor Statistics of the Dept. of Labor. This proportion is higher than in most other industries because spacecraft are custom built under an elaborate system of contracts and subcontracts which require many office workers to negotiate, supervise and administer. An estimated 50,000 subcontractors produce guided missile components.

Railway Systems Men Meet

The Railway Systems & Management Assn. will hold its 1961 convention at the Hotel Knickerbocker, Chicago, Nov. 15-17. Theme of the meeting is "Effective Information Means Effective Control."

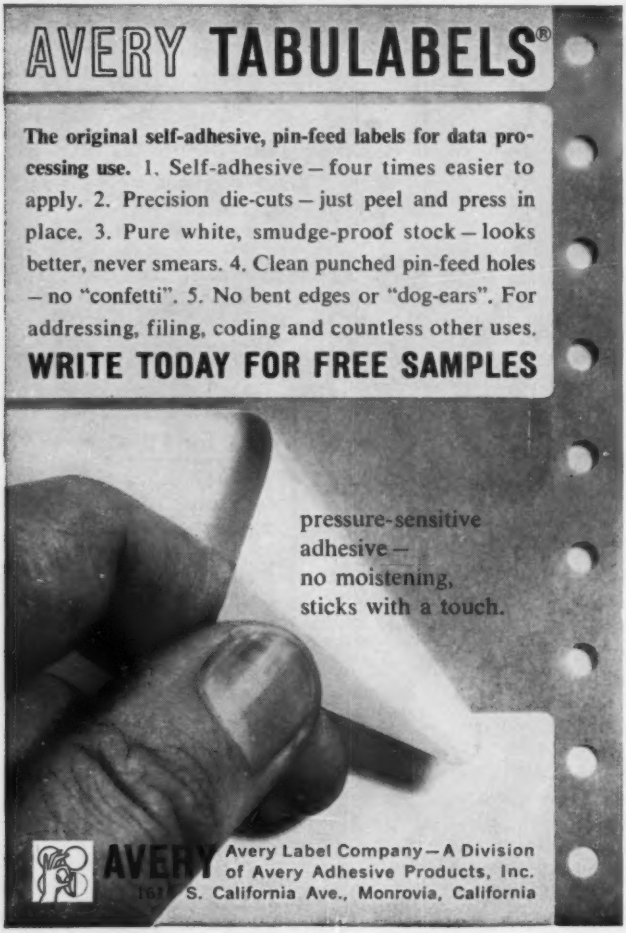
Order-Invoice System

(Continued from page 283)

and order entry copies.

After shipment has been made and the shipping information has been processed, with invoice number, date and extension added to the master by the billing clerk, an invoice set of 11 or more copies is run: 1. customer's invoice, original; 2. customer's invoice, duplicate, with as many additional copies as requested; 3. salesman's copy; 4. district manager's copy; 5. division manager's copy; 6. accounts receivable (sent to the main office); 7. main office extra copy; 8. office record of invoice (to invoice control in billing department); 9. tabulating department copy; 10. inventory control copy (plant use); 11. notice of shipment (with as many extra copies as requested).

Practically half our billings are made on multiple shipments, and for order processing and shipment, as well as invoicing, the same master is used to run all the necessary back-order shipping papers, with the addition of a small variable. The variable shows the balance on order, shipment number, quantity and units shipped and amount, which permits the easy production of a back-order billing set without rewriting all the basic information. As many as 50



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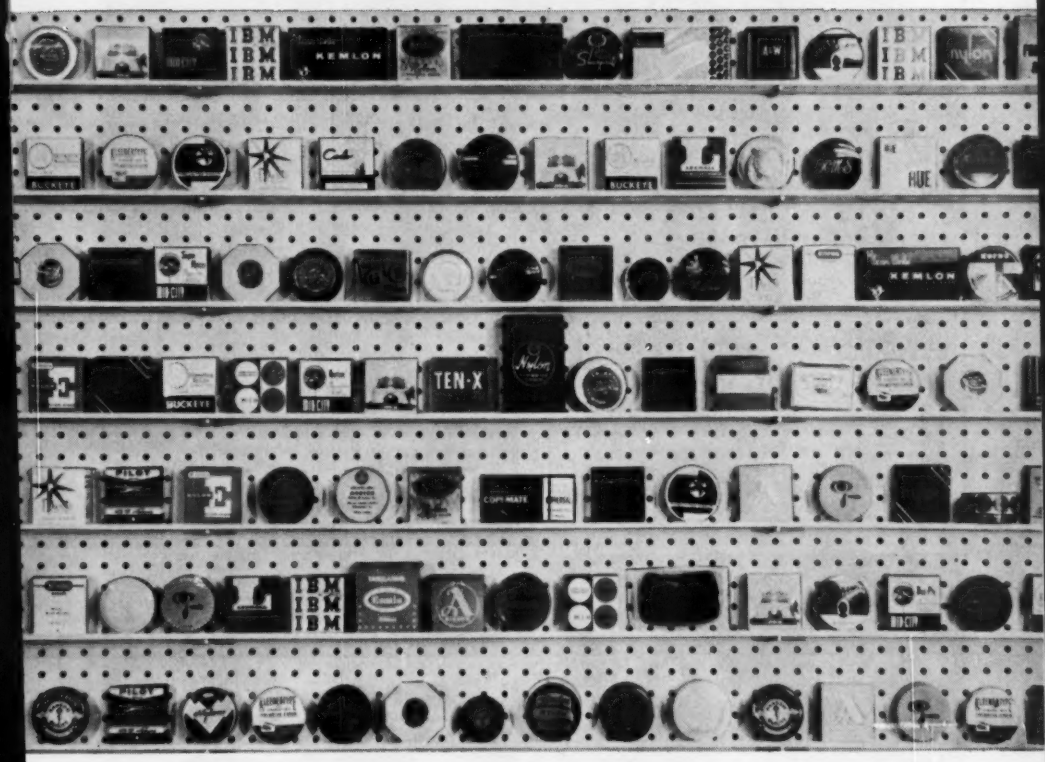

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GETS A HAZY ANSWER IN YOUR COMPANY?

1. *What is Policy?*
2. *What are the 7 marks of a Useful Report?*
3. *How can we write procedures so anyone can understand who does what and when?*
4. *How do bootleg forms affect office costs?*
5. *Will Electronics solve your office problems?*
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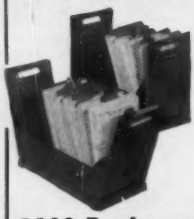
Certified Fire Protection 1700° F. 1 Hour



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2 No. 5585 POSTING TRAYS for sheet size 5½" wide x 8½" high. Capacity 2000 Sheets per tray.
2 Sets 25 DIVISION CELLULOID TABBED INDEX

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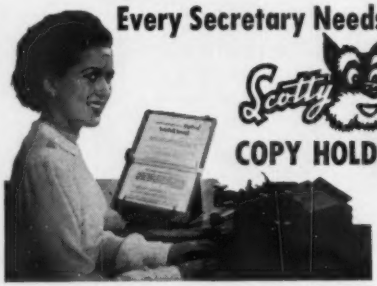

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OFFICE-ODEON

Greta Garbo and John Gilbert

multiple shipments often are made from original master and variables. On 50% of the shipments, therefore, no rewriting of the shipping papers and the invoice master are required beyond the entries on the small variable master.

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RUSH-FYBRGLASS-ERASER

A light touch removes a single letter, or a word—quickly and neatly—without carbon shield. Beautiful life-time plastic case, reloads with long-lasting FybRglass Refills (2 for 25c) in 15 seconds. Order from dealer or send 50c and dealer's name.

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For More Information Circle No. 355

NEWS OF THE Industry

RCA, Bull Agreement

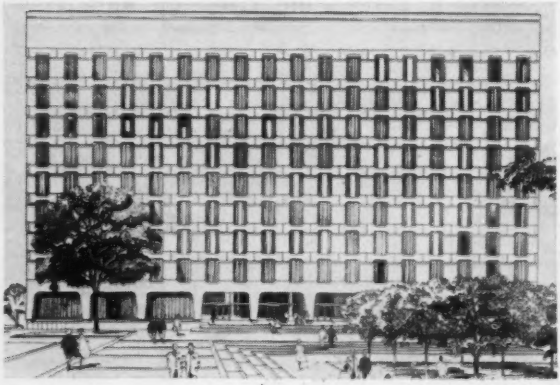
The largest commercial sale of electronic data processing equipment ever made, according to RCA, and the signing of a patent licensing and technical information agreement were announced by Radio Corp. of America and Compagnie des Machines Bull of Paris, France. Under the multimillion dollar international agreement, Bull has placed an initial order with RCA for a minimum of 50 and a maximum of 100 RCA data processing systems. Shipments are scheduled to begin in quantity by next July and be completed in 1964. Shipment started with an RCA 301 which was displayed at the Paris International Business Show (SICOB). The French company plans to market the RCA systems as the Gamma 30. RCA is making circuitry changes for compatibility with Bull's code and European language character changes, and is conducting courses in Paris to instruct Bull personnel. Under the patent license agreement, RCA granted Bull nonexclusive licenses to manufacture equipment. Bull granted RCA nonexclusive licenses to manufacture and sell data processing equipment, with exception of punched card equipment

VariTyper Appointments

J. J. Oppasser, vice president-distribution, VariTyper Corp., announced appointment of William B. Henaghan as national sales manager and Jack M. Lewis as Washington, D. C., sales manager. Mr. Henaghan has sold for VariTyper for ten years, beginning as a salesman in a branch office. Mr. Lewis will specialize in government sales.

Litton to Acquire Eureka

The Business Machines Group of Litton Industries, Inc., will acquire Eureka Specialty Printing Co., Scranton, Pa., if plans now underway are approved. Fred R. Sullivan, senior vice president of Litton and chairman of the Business Machines Group, and James H. Dunham Jr., presi-



"The world's largest and most powerful electronic computing center" will be installed by C-E-I-R, Inc., in this building at a cost of $15 million. It is the first of five buildings that will become Technology Square in Cambridge, Mass., a scientific research complex developed jointly by Massachusetts Institute of Technology and Cabot, Cabot & Forbes Co., Boston, to serve the eastern half of the U. S.

NEW STENOTAPE 711 DICTATING TRANSCRIBING SELF-POWERED PORTABLE

Remote "Command" Hand Microphone

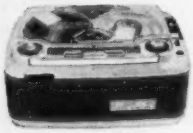
IF YOU'VE SEARCHED FOR A MINIATURE SELF-POWERED DICTATION MACHINE AND FOUND THEM SHORT ON PERFORMANCE, SEE THE NEW STENOTAPE 711

This transistorized self-powered portable has every feature you have ever wanted in a portable dictating machine. Take its 4 pounds of power anywhere and dictate everything. Dictate for two hours. Operates 30 hours on six inexpensive penlight cells. Its standard 1⅞ and 3¾ ips speeds give you complete compatibility with all other StenOtape machines and all standard tape recorders.

CHECK THESE FEATURES:

- Remote "Command" hand microphone controls
- Remote foot pedal transcribing controls
- Weighs only 4 pounds
- Miniature size—2" high x 6" deep x 7" wide
- Powered by six inexpensive penlight cells or AC current
- Two full hours of dictation time
- True fidelity big sound

Supplied complete with hand microphone; earphone for monitoring while dictating or transcribing; reel of tape and extra reel; genuine leather carrying case $199.95 Plus FET FULL YEAR GUARANTEE



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Tell me more about the amazing StenOtape 711 and be sure to include the name of my nearest dealer.

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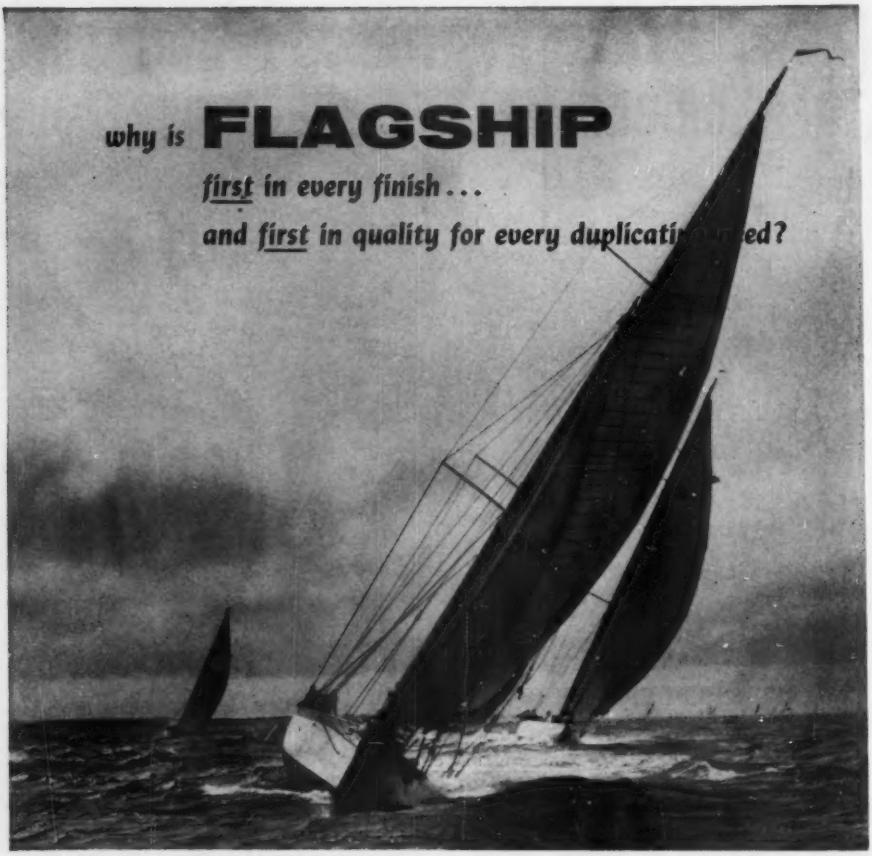

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But FLAGSHIP is only a part of a broad line of fine Allied products—for every duplicating need from orange diazo carbons, a complete line of spirit products, to fluid-eradicable ribbons.

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For More Information Circle No. 438

dent of Eureka, said directors of both companies have approved acquisition plans. Purchase of the assets of the privately-held Eureka company will be made for an undisclosed amount of Litton stock. Eureka's products include trading stamps, tax stamps, adhesive labels and, through its Pee Cee Tape & Label Co. Div., pressure sensitive printed paper products. With its principal plant in Scranton, Eureka has 1000 employees and plant facilities of more than 350,000 sq. ft. Sales exceed $10,000,000 annually.

Bemis Acquires Plastic Film Co.

Bemis Bro. Bag Co., announced an agreement with Plastic Film Co., Plainfield, Conn., to acquire its assets and business, as of Jan. 2, 1962, according to a joint announcement by chairman F. G. Bemis and William B. Nichols, president of Plastic Film which specializes in coating and laminating paper, plastics, foil and films. This is the fifth subsidiary which Bemis has acquired or formed, one being Rose Ribbon & Carbon Mfg. Co.

ATF Appoints Robert Pierson

American Type Founders Co., Elizabeth, N. J., announced the appointment of Robert C. Pierson as advertising account supervisor for its Business Equipment Div.

Caldwell Harper Heads NSOEA

Caldwell Harper

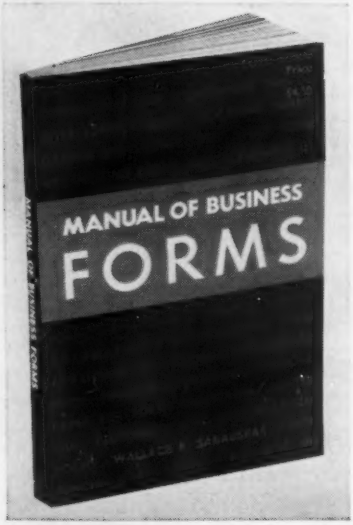
Caldwell Harper, president, Harper Bros., Inc., Greenville, S. C., was elected president of the National Stationery & Office Equipment Assn. He was NSOEA vice president and chairman of the Distributors Div. More than 2500 persons attended the convention which was held at the Conrad Hilton Hotel, Chicago, Sept. 23-26.

New Xerox Position

Donald L. Clark was named to the new position of manager of marketing for Xerox Corp. He joined Xerox in 1954 and served as manager of office copier sales since 1959. Prior to that he was manager of new product sales, eastern zone manager and special assistant to the branch sales manager. Mr. Clark will report directly to C. Peter McColough, vice president in charge of sales. Reporting to him will be the managers of standard Xerox sales, Copyflo sales, office copier sales, and various service groups.

Officers of the National Assn. of Photo-Lithographers, left to right: William J. Stevens, executive vice president; George G. Carnegie, secretary; J. Tom Morgan, president; Milton Hudders, vice president; William H. Glover, treasurer.

The New MANUAL OF BUSINESS FORMS



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Shows how to design and use the tremendous number of forms constructions available today. All are described so that you can choose the best type for any particular system or operation. Time studies of forms processing operations pinpoint the basic advantages and disadvantages of the different constructions. There are chapters on envelopes, tags, paper used in forms, carbon and carbonless papers, forms handling equipment, pegboard forms, salesbooks, stock forms, duplicating masters, check forms and magnetic ink, punched cards and automatic data processing forms.

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Consolidated Names Moynahan

Harold J. Moynham

Harold J. Moynahan was named director of the Dealers' Sales Div., Consolidated Business Systems, Inc., William Pierce, president, announced. He will be in charge of sales to the trade, and will also direct the company's Stock Forms Div. Mr. Moynahan was formerly vice president of sales and director of Rogersnap Business Forms, Inc., Dallas. He was also sales manager for Logan Business Products and manager of sales promotion, Dealer Div., Philip Hano Co.

PR Manager for BEMA

Richard L. Waddell was named director of public relations for Business Equipment Manufacturers Assn., according to Harry C. Anderson, president. He will be responsible for a public relations program aimed at broadening activity of the industry as a whole, Mr. Anderson said.

Ditto Vice President

Scott Harrod, president and chief executive officer, Ditto, Inc., announced election of James L. Morrissey as vice president-manufacturing. Mr. Morrissey joined Ditto in 1960 after extensive experience

The diazo industry has adopted this symbol developed by the Market Development Committee of the National Assn. of Blueprint & Diazotype Coaters. It will be used on advertising and promotional material of member firms.

NEW Paper Welder

Fastens Paper Using Nothing But the Paper Itself!

- No Refills
- No Clogged Machines
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A precision made instrument with handsome chrome finish. It is new, novel, smooth, silent, and efficient in operation. Never needs refilling. It will weld up to six sheets of 16# paper. Modernize your office with this time and money saving office appliance. An ideal gift with name engraved on the handle. If your dealer cannot supply you, write direct. Dealer inquiries invited.

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West coast office and service center of Facit, Inc., in Burlingame, Calif., south of San Francisco. First floor has display area, warehouse and service facilities. Executive offices are on the second floor.

in the electronics field. He also served several years in a senior capacity with A. T. Kearney & Co., management consultants.

Postalia Eastern Distributor

Tele-Norm Corp.'s Postalia Div., announced that Cutler-Federal, Inc., formerly Federal Equipment Co., manufacturers of office mail chutes, is exclusive distributor for the eastern U. S. of the new Postalia Postage Meter.

Photek Appointments

John J. Murphy was appointed national service manager for Photek, Inc., and will be responsible for developing and supervising the company's machine maintenance and service program nationally. Former acting branch manager for Photek's New York office, He came to the company from Minnesota Mining & Mfg. Co., where he held a supervisory position in its field sales and service administration. Stuart C. Plettner joined Photek in

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Oxford Filing Supply Co. will open this new factory in St. Louis early next year. It will have 50,000 sq. ft. of factory area and 2500 sq. ft. of air conditioned office space.

the new position of director of machine development, and assumes responsibility for all activities involving consumer machine products. He came to Photek from Bell & Howell Co., where from 1957 until the present he was manager, Slide Projector Div.; from 1956-57 he was manager, military program, and from 1949-56 served as chief engineer, microfilm and military products.

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Thomas Sales Manager

Guy Reny

Thomas Collators, Inc., 100 Church St., New York 7, N. Y., announced promotion of Guy Reny to general sales manager. His responsibilities include supervision of five regional managers and coordination of dealer sales and service. He will also establish closer liaison with the company's overseas operation. Mr. Reny joined Thomas in 1958 as regional sales manager. He had served as eastern area manager for Electronics Corp. of America, Boston, and as sales representative with the Boston branch of the A. B. Dick Company.

Theodore M. Gilbert Dies

Theodore M. Gilbert, president, Gilbert Paper Co., Menasha, Wis., died suddenly, Sept. 17, at the age of 61. Grandson of William Gilbert, founder of the company, he became president in 1954.

Looking over first shipment of Apeco Electro-Stat dry photocopiers are Clayton L. Rautbord, senior vice president (left) and Meyer L. Sugarman, assistant vice president in charge of product research.

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NATIONAL Conference & Exhibit CALENDAR

Controllers Institute of America, Palmer House, Chicago, Nov. 5-8.

Society of Reproduction Engineers, Biltmore Hotel, Los Angeles, Dec. 2-5.

Eastern Joint Computer Conference, Sheraton-Park Hotel, Washington, D. C., Dec. 12-14.

1962

Office Management Assn. of Chicago, Conrad Hilton Hotel, Chicago, Feb. 5-8.

Business Equipment Manufacturers Assn. (formerly OEMI), McCormick Place, Chicago, Apr. 9-13.

National Paper Trade Assn., Waldorf-Astoria, New York, Apr. 15-18.

1st Annual Office Machines Week, in U. S. and Canada, Apr. 22-28.

National Microfilm Assn., Mayflower Hotel, Washington, D. C., Apr. 25-27.

National Office Furniture Assn., Barbizon-Plaza Hotel, New York, Apr. 26-29.

National Office Management Assn., San Francisco, May 20-24.

Insurance Accounting & Statistical Assn., Royal York Hotel, Toronto, June 4-6.

National Business Show, Coliseum, New York, June 4-8.

National Office Machine Dealers Assn., Minneapolis, June 24-27.

National Assn. of Accountants, Conrad Hilton Hotel, Chicago, June 24-28.

National Assn. for Bank Audit, Control & Operation, American Hotel, Bal Harbour, Fla., Oct. 22-24.

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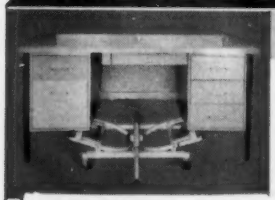

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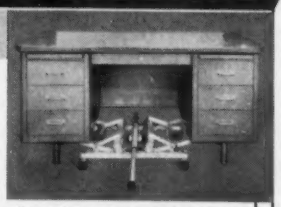

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AS WE *See* IT

Many bankers are complaining about drafts these days. It has nothing to do with the weather, but with increasing use of bank drafts rather than checks by large business firms, such as railroads, automobile manufacturers and insurance companies, according to the Wall Street Journal.

Corporate money men are discovering that there is money to be made by using drafts to pay and collect bills. No funds have to be on deposit to cover a non-check draft until it arrives at the issuer's bank. The bank presents it to the company for acceptance, and funds are then deposited to cover payment. This reduces working capital needs, and permits investing the money in interest-bearing, short-term securities.

As if this were not enough, a second kind of draft, the "bulk collection," is giving bankers chills. To collect several hundred accumulated freight bills, a railroad gets permission from regular customers to send the bills, along with a draft on the customer's bank account, through the banking system. At times, these can be as bulky as a shoe box and require special handling at each banking station along the way.

The payment then goes back, after approval, through the system to the creditor's bank, speeding collections and saving customers the trouble and expense of writing and mailing checks. However, if there is an error and the bills cannot be approved, the whole business is returned via the banks, and the whole procedure must start all over again.

Using drafts has cut clerical work considerably, and enabled some companies to centralize accounting for the first time. The bankers state that a big fat charge is going to be made if business thinks it can dump its accounting and bill collecting on them. However, one treasurer of a large railroad replies that he will pay the charge, reduce his cash balances in banks even further, invest the money, and still come out ahead.

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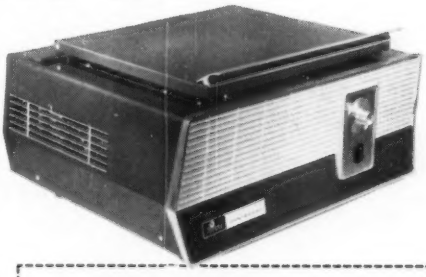

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